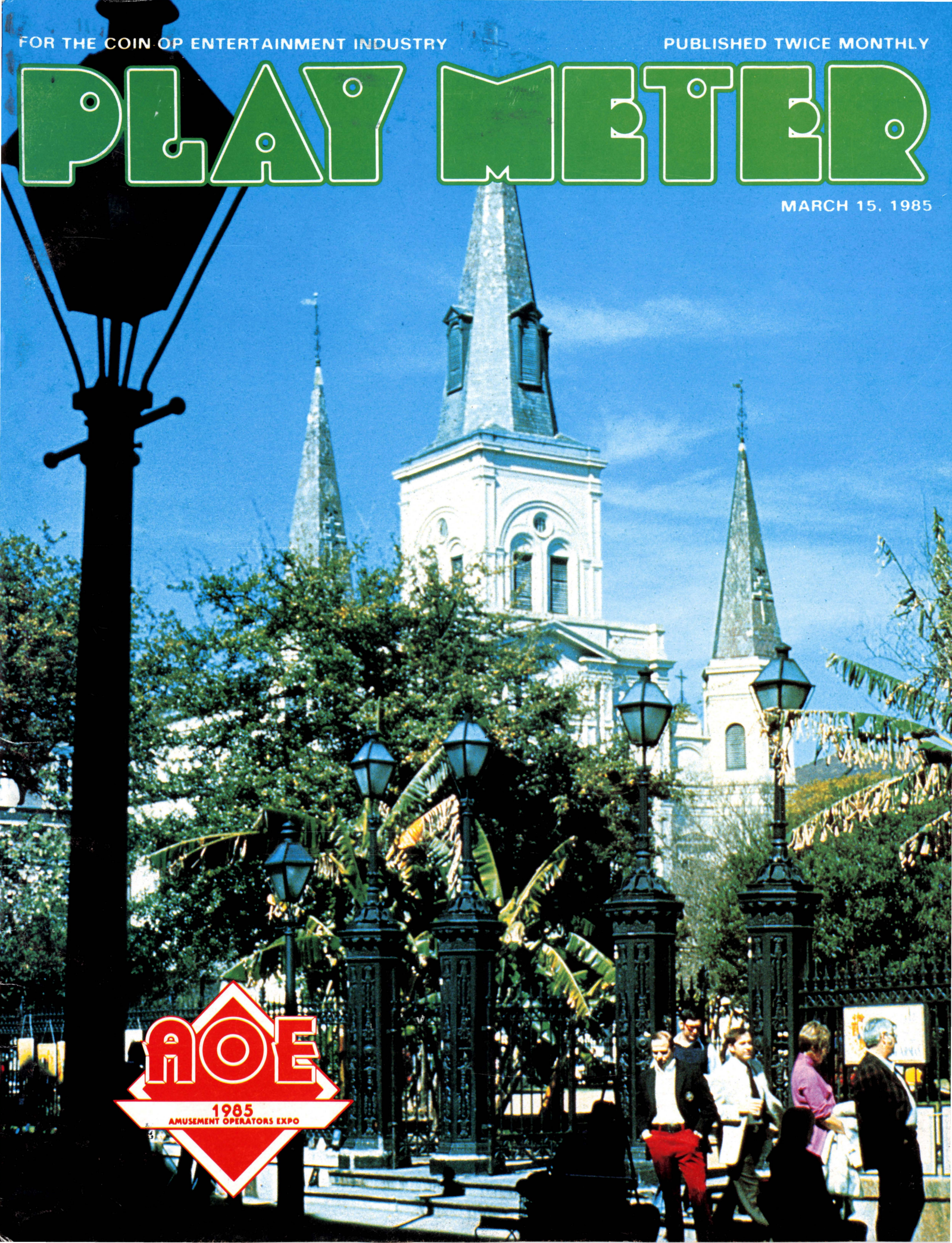
FOR THE COIN-OP ENTERTAINMENT INDUSTRY

PUBLISHED TWICE MONTHLY

PLAY METER

MARCH 15, 1985



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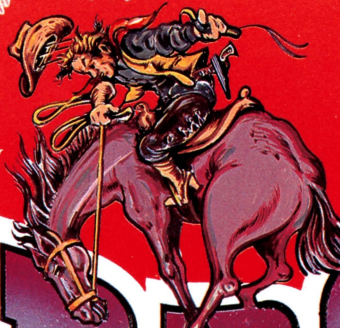

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PLAY METER

Twice a Month Publication for the Coin Operated Entertainment Industry

BPA Member Business Publications Audit

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Cover: New Orleans, the city where old and new blend strangely together, is the site for AOE '85—where the industry is trying to blend old and new to create a coin-op renaissance.

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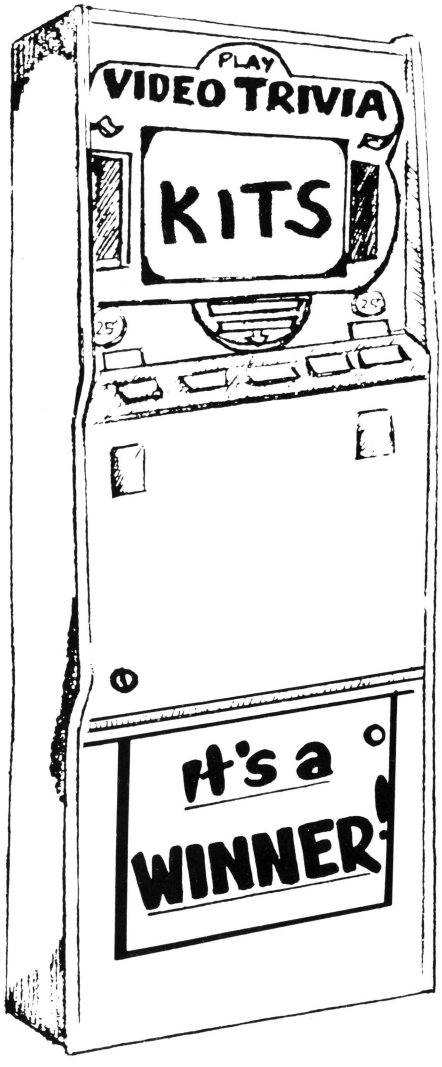

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A New Beginning

December 10, 1984, my husband, Ralph C. Lally II, died; and I was suddenly thrust into the day-to-day business of running the industry's magazine and saddled with the responsibility of pulling together *Play Meter's* resources to stage the sixth annual Amusement Operators Expo (AOE).

Now AOE is here. Its arrival marks for me personally the end of the beginning. But, for the industry as a whole, it really marks a new beginning. These past 3½ months, while trying to weld the AOE Show back together, I realized it was first necessary to weld this industry back together. It would do all of us well if we all realize that each of our business fortunes are interdependent on the overall industry's fortunes.

Until the era of finger-pointing is at an end, there is no hope for progress. But now I'm starting to see signs of a coming together, a new spirit of cooperation between all segments in the industry. The industry is surely coming out of its two-year winter, and AOE '85, with its springtime in New Orleans, is turning out to be the perfect setting for this renaissance.

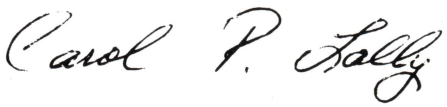
Your presence here in New Orleans for AOE '85 is a clear indication not only of your commitment to the industry but also of your confidence in its future. And that's important. In recent months, this industry has undergone a tremendous crisis in confidence that has taken its toll on all of us. If the industry is to regain its once-mighty stature—and it will—it will be because the industry has first regained confidence in itself.

Our seminars this year are geared for veteran operators who have stayed with the industry through its lean and fat years. Educating the operator has always been one of AOE's major objectives, and this year we've redoubled our efforts in this area because future success is dependent upon a knowledgeable and strong operator base.

Our exhibit hall this year is not as cluttered with balloons and exhibit paraphernalia as in past years. But all the current equipment is on display there nonetheless. The challenge is not to determine what to buy and what not to buy. But for operators and manufacturers alike to examine critically and in detail what the industry is offering. For, believe me, somewhere perhaps well hidden on the floor are the seeds of our future greatness. It may not even be a current game machine model. But with the wide-ranging offering of equipment, we as an industry have enough here to cultivate what will spur the industry's next boom.

AOE '85 is the industry's show. Use it for that. If you have suggestions, ideas, insights—this is the arena to offer that to game makers, other game operators and sellers. In past years, operators have criticized game makers for not being interested in what operators had to say, and manufacturers complained that operators were not willing to talk constructively. But this year, things have changed. We have all been humbled—manufacturers, distributors, operators—even trade magazines. We now realize our greatness doesn't hinge on any one segment raising itself above the others. Rather, it hinges on a working together of all segments, and that is the attitude I think you'll find on the floor and in the seminar halls at this year's AOE.

Welcome to the new beginning. Welcome to AOE '85.



Carol P. Lally
Editor & Publisher

If the industry is to regain its once-mighty stature, it will first have to regain confidence in itself.

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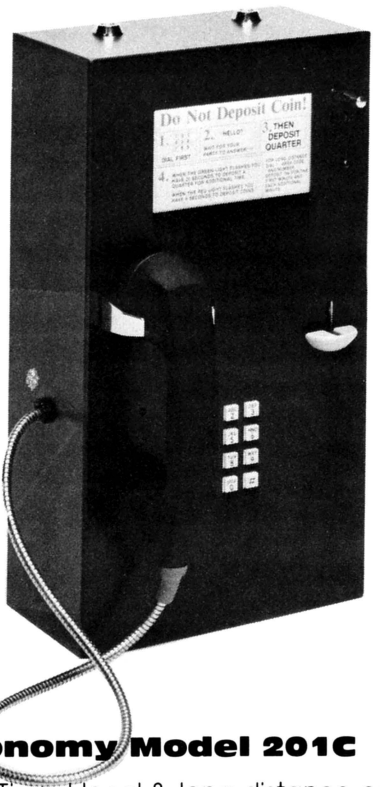

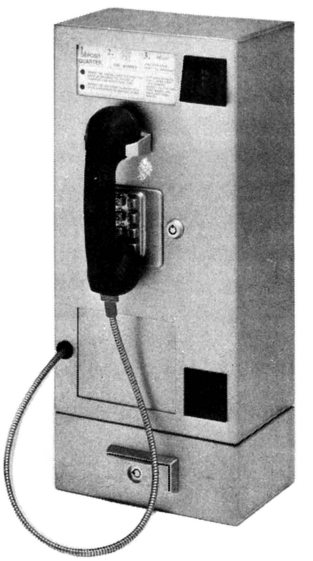

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from Carol Lally

Editor & Publisher
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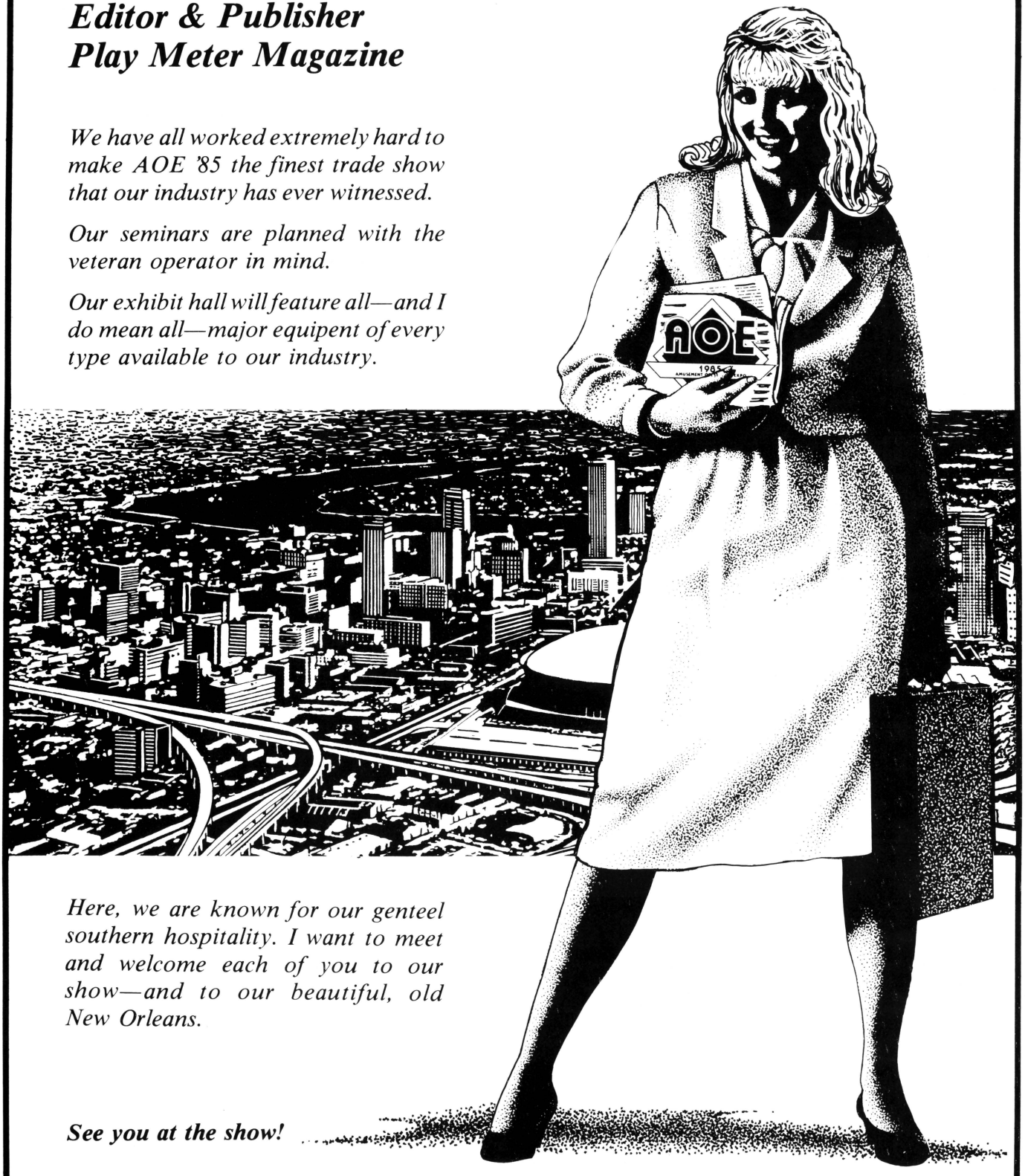
We have all worked extremely hard to make AOE '85 the finest trade show that our industry has ever witnessed.

Our seminars are planned with the veteran operator in mind.

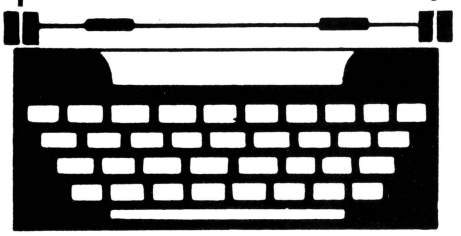
Our exhibit hall will feature all—and I do mean all—major equipent of every type available to our industry.



Here, we are known for our genteel southern hospitality. I want to meet and welcome each of you to our show—and to our beautiful, old New Orleans.

See you at the show!

Letters to the editor . . .



Left Gil out

In my article "No Business like Show Business" (*Play Meter*, February 15, 1985), in my list of suggested candidates for a Flipper Hall of Fame, I unintentionally left out the name of Gilbert G. Pollock, better known as Gil.

This gentleman was not one of the early pioneers of the flipper industry, but he certainly deserves to be in the Hall of Fame for his valiant efforts in opening a new flipper game factory, under the name of Premier Technology.

Gil planned and achieved a smooth transition from Gottlieb/Mylstar to Premier Technology and we are sure that he will retain all of the Gottlieb methods in which he is well indoctrinated, namely thorough testing, protecting distributors' territories and cutting production on a game when there is still a demand for same, in order to ensure a good resale or trade in value.

Although his factory does not have the Gottlieb name at the present time, it is our fondest hope that one of these days Premier will be rechristened and bear the name that has meant so much to the industry for so many years.

Louis Boasberg
New Orleans Novelty Co.
Metairie, Louisiana

NAMA thanks

I am writing to thank you very much for the attention you gave to the NAMA activities in cigarette vending in the December 15 issue. It took the interest and awareness of a caring editor to get the article into the magazine. Since your readership is interested in cigarette vending, I know the article was of benefit to them as well as to us.

Walter W. Reed
Director of Public Relations
National Automatic
Merchandising Association
Chicago, Illinois

Something on your mind you want to vent? Got a gripe? Full of praise? Have a question? If you have comments on the coin operated entertainment industry, write to Play Meter. *Our "Letters to the Editor" columns are dedicated to you, the operator/reader.*

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NEWS

ASI attendance disappoints exhibitors

Elaborate floor space, expensive booths, well organized registration, and nearly every manufacturer set the stage for the second Amusement Showcase International at the Expo Center in Chicago in early March. However, the operator attendance was sparce, and seminars cancelled as attendees failed to materialize.

Many exhibitors, disappointed with the lack of attendance, passed their time playing the other exhibitors' games.

However, like last year some companies hailed the show a success because they had the opportunity to meet with their distributors to discuss product without the added burden of talking with operators.

When asked what he thought of the show, Paul Jacobs of Meltec said, "Well, all the distributors were there and we introduced them to our new product, *Target Ace*. But as for the operators, there weren't many, and I noticed that there were several from the same company. If you have an operator, his wife, and three kids that's not three buyers, only one."

Wendell McAdams of Game Plan and Roger Sharpe, Play Meter's *Critic's Corner writer with Game Plan's* Captain Hook *pinball.* *(More picures on p. 78.)*

Manufacturers were visibly disappointed at the operator attendance. Several manufacturers noted that they could have flown their distributors out to their factory, taken them out on the town, sold just as much and still spent less than they did at the show. "It just wasn't worth it for us," said Shane Breaks of Atari. "We won't do it again next year."

Another manufacturer, who was pleased with orders from his distributors, expressed disappointment at the operator attendance. "We didn't have an opportunity to explain our product to operators because they weren't here." Mark Struhs of Dynamo also expressed disappointment in attendance and said they would not exhibit at ASI next year.

Distributors had ample opportunity to play games and view equipment but were disappointed in attendance, also. "I'd be lying if I said it was a good show," said one distributor.

Tehkan introduced *American Football* which was considered by many as the hit of the show. It is reminisent of the old Atari *Football* with the track ball.

Atari showed *Marble Madness* and *Paper Boy*, its two new systems

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shown at the AMOA. Atari is now under new management with Namco, and the company looks like it will be a force in the industry once again.

Data East showed its one player *Kung Fu Master*. Data East swept the industry with *Karate Champ*, and it looks like *Kung Fu Master* may very well be as successful.

Nintendo introduced several additions to its VS. System and the new Uni System. The Uni System is a single system which can be purchased complete or as a conversion for *Donkey Kong, Donkey Kong Jr., Popeye*, and the narrow body *Mario Bros.*

Any of the single games (*Pinball, Golf*) can be used in this system as well as the new introductions, *Excitbike, Ice Climber, Duck Hunt*, and *Hogan's Alley*. All of these can also be used in half of the dual VS. System. Nintendo also introduced *Raid on Bungling Bay* which is a licensed game. Reportedly, it was the number one game in computer software this year. That's a switch, a home game made into a coin-op.

Digital Controls did the same thing with *Lode Runner*.

Premier Technology, a new company born out of Gottlieb, showed *Ice Fever* its latest pinball. It's an attractive game with great play appeal.

Electronic dart games are an up and coming thing in the industry and several companies showed their wares. Arachnid, Nomac, and IDEA explained the advantages of electronic darts to distributors.

Konami showed *Yie Ar Kung Fu*, a conversion for *Robotron, Joust, Stargate*, and *Defender*. Konami also presented its Bubble System to the distributors. The company showed several games, but hasn't decided which ones to include in the system. Those being tested are *Hyper Crash, Stinger*, and *Nemisis*.

Status Games showed its *Triv-Quiz I* and *II*. Response on both has been phenomenal, said Clint Shock ley of Status. Merit Industries has a winner with its *Triva Whiz*. The operator reaction to it was superb. And Greyhound showed its trivia game, *Video Trivia*.

Sente showed its system with its 12 game offerings. Of these, *Hat Trick* and *Trivial Pursuit* are the most popular. Since this seems to be the year of systems, Sente's system is affordable and has the most games to offer.

Rowe announced a price reduction on its video jukebox and a new lease program designed to minimize the risk of purchase. The new president of Rowe, Gil King, said the company is making a major commitment with its lease program and distributors seemed receptive. •

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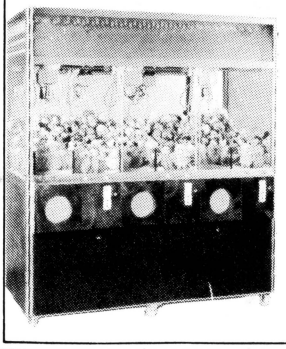
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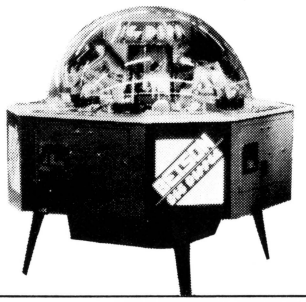
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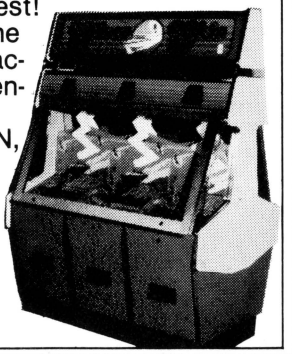
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CALENDAR

April 13
Washington Amusement & Music Operators Association General Meeting. Contact Yvonne Kline, 509/457-5891.

April 17-22
Florida Amusement Vending Association Convention/Trade Show. Contact: Robert Rhinehart, 904/878-3134.

April 28-May 1
AMOA Executive Development Program, Session V, Notre Dame, South Bend, Indiana. Telephone 312/654-2662

May 9-11
Ohio Music & Amusement Association, Hyatt Regency/Ohio Center, Columbus, Ohio. Contact Paul Corey, 614/221-8600.

May 11-12
Indiana Amusement & Music Operators Association, Indiana State Pool Tournament, Howard Johnson's East, Indianapolis, Indiana. Contact David Dougan, 812/362-8217.

May 16-18
Wisconsin Amusement and Music Operators Association Trade Show and Convention at the Fox Hills Resort at Mishicot (near Green Bay), Wisconsin. Telephone 414/529-4704 or 414/45-7689.

May 30-June 2
Amusement & Music Operators of Texas Convention, Hershey Hotel, Corpus Christi, Texas. Contact Don McCullough, 512/454-8626 or Vancie Todaro, 409/779-8666.

June 7-8
California Coin Machine Association Annual Convention, Hyatt Regency, Monterey, California. Contact John Wendt, 916/441-5451.

June 8-9
Coin-Operated Industries of Nebraska General Meeting, Ramada Inn Central, Omaha, Nebraska. Contact Ted Nichols, 402/727-1822.

June 21-23
Illinois Coin Machine Operators Association Annual Meeting, Holiday Inn East, Springfield, Illinois. Contact Art Seeds, 312/369-2406.

June 21-23
Music & Amusement Association, Inc. (New York) Annual Convention. Contact Ronald Koppelman, 212/245-7550.

July 9
Missouri Coin Machine Council Annual Business Meeting, The Gas Light Room, Macon, Missouri. Contact Art Hunolt, 816/359-3022.

NEWS

Dynamo launches table soccer tour

More than $150,000 in cash and prizes will be awarded at over 30 table soccer tournaments on this year's national tour sponsored by Dynamo Corp., the Texas-based manufacturer of soccer tables and pool tables.

This will be the third year Dynamo has sponsored the nationwide tour, which includes tournaments ranging in size from $1,000 regional events up to the prestigious $40,000 World Championships.

Tour competition officially got underway the weekend of February 22-24 with three regional tournaments: the $1,500 Florida Open at Diversions in Pompano Beach, co-sponsored by Indoor Sports; the $1,500 Elmira Open at the Holiday Inn in Elmira, New York, co-sponsored by Banks Bros.; and the "Greek's Presents $2,000" tournament at the Johnson County Indoor Sports Club in Overland Park, Kansas.

The action continued in March with the $2,500 Minnesota State Championships, co-sponsored by Advance-Carter, which were held at the Circus location in Brooklyn Park (a Minneapolis suburb), Minnesota, March 1-3.

The first West Coast event, the $2,500 Los Angeles Open, was scheduled at Yankee Doodles in Long Beach, March 8-10.

The first major event of the year will be the $10,000 East Cost Open, March 15-17 at the Turf Inn in Albany, New York. The tournament is co-sponsored by Foosball Sports, and 20 Dynamo tables will be provided by Bally Northeast.

The Holiday Inn Downtown in Minneapolis will host this spring's main event, the $15,000 U.S. Open, which will take place April 5-7. In addition to the $15,000 in cash, trophies and U.S. Open jackets will be awarded in the regular categories of competition. Another $5,000 in cash and trophies will also be given out that weekend in the national playoff of the Dynamo National Table Soccer League. About 300 table soccer enthusiasts are expected to attend.

Throughout the spring and summer months, the tour will stop in Kentucky, Michigan, New Mexico, Missouri, Texas, Indiana, Utah, Hawaii, and Calgary, Alberta (Canada).

The 1985 $40,000 World Championships will take place once again on Labor Day weekend (August 30-September 2) in Dallas. This year it will be at the Hyatt Regency Dallas, a celebrated landmark of the downtown Dallas skyline. Hundreds of players from the U.S., Canada, and Europe are expected to be on hand to vie for the world champion titles.

Detailed tournament information for the 1985 tour may be obtained by contacting Kathy Brainard at the United States Table Soccer Association (U.S.T.S.A.) at the following new address: E. 3227 22nd Ave., Spokane, WA 99203; 509/534-4580.

Location owners and operators may obtain the 1985 Dynamo Tour poster, free of charge, by contacting Dynamo Corp. Tournament and league kits for both table soccer and pool are also available. For more information, write or call Dynamo Corp. at 2525 Handley-Ederville Road, Richland Hills, Texas 76118. The phone number is 817/589-7699 in Texas, or toll-free 800/527-6054 outside Texas. •

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AMOA sets up network to fight tax problem

The U.S. Congress is considering a number of proposed changes in the tax structure which could have a very serious negative impact on the coin-operated amusement industry, says the Amusement and Music Operators Association (AMOA).

The operators' national association says its major concern is a proposal which would eliminate the investment tax credit on equipment and extend the depreciation schedule on equipment.

Coin-operated amusement equipment generally depreciates much more quickly than equipment in other industries because of the amusement value of the machines.

"The entire industry can vividly recall the impact the 1983 ACRS had when depreciation on equipment was extended from three to five years," said an AMOA news release.

Of immediate concern to the AMOA is the IRS rules pertaining to contemporaneous written records for business vehicles. AMOA reportedly has contacted all of its members urging them to contact their congressmen and support legislation now in Congress to repeal the regulations.

AMOA also claims to have been establishing a national legislative network to disseminate information on national issues affecting each state. The AMOA's network calls for the coordinator in each state to appoint "whips" in each congressional district who are then responsible for contacting all the industry people in their area.

"This method will assure the swift dissemination of timely information to all industry members," the AMOA says.

AMOA is also offering a "Legislative Network Workbook" to all state coordinators and whips. The national association is also encouraging the state associations to use this same network for its state issues. •

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NAMA thwarts cigarette ban

Last fall a suburb of Washington, D.C., took steps to ban cigarette vending machines in all public places. Through the efforts of the National Automatic Merchandising Association (NAMA), the attempt was defeated.

The Friendship Heights, Maryland, Board of Supervisors had made a proposal to ban cigarette vending machines from public places because they felt they were too accessible to minors.

NAMA's east coast representative, Tom McHahon, appeared before the board members on January 21, armed with NAMA's "Operation Alert" program. After hearing the facts of this program, the board of supervisors was persuaded to amend the ordinance.

The Operation Alert program was designed by NAMA to help cigarette machine operators regulate themselves. An example of this program is the recommendation that cigarette machines be placed only in locations that can be supervised, and not be placed in places where teenagers congregate.

Walter Reed, director of NAMA, said the program was started so they would be prepared if there would be a problem of communities wanting to ban cigarette machines. The program includes research into minor's cigarette purchases and other facts that would have a bearing on a decision by the cities.

Reed said, "The problem of towns wanting to ban cigarette machines is not a new wave. In fact, it has only happened twice in the last ten years, and each time we presented our Operation Alert, the proposal was defeated. Both these instances were in small towns."

Reed noted the program is available to all cigarette vendors. "Waiting until there is a problem," Reed said, "is like trying to put out the fire after it starts instead of using smoke alarms." •

Laurie to head Betson office

Will Laurie, a 40-year veteran of the industry, has been appointed to head sales and marketing for Betson Pacific's northern California offices.

Peter Betti, Betson Pacific president explained, "We are glad to have Will work with us in the San Francisco area. He is exceptionally qualified, and the operators in the area know and respect him, which will make him an asset for our business." Laurie will be working together with John Schneider to run Betson Pacific's office in South San Francisco.

"I feel there are many advantages with Betson Pacific," Laurie commented. "As an independent distributor, they have better control and stability which is needed in this turbulent marketplace.

"I feel we can concentrate on the demand in this local market and better respond to our customers needs," he added. Laurie noted that he is beginning to see a comeback in the industry and looks forward to renewed growth over the next few years.

Prior to joining Betson Pacific, Will Laurie had been with Bally Advance Distributing in San Francisco for ten years. He is well known in the distributing business as he has spent most of the past 40 years in coin-operated distributing. •

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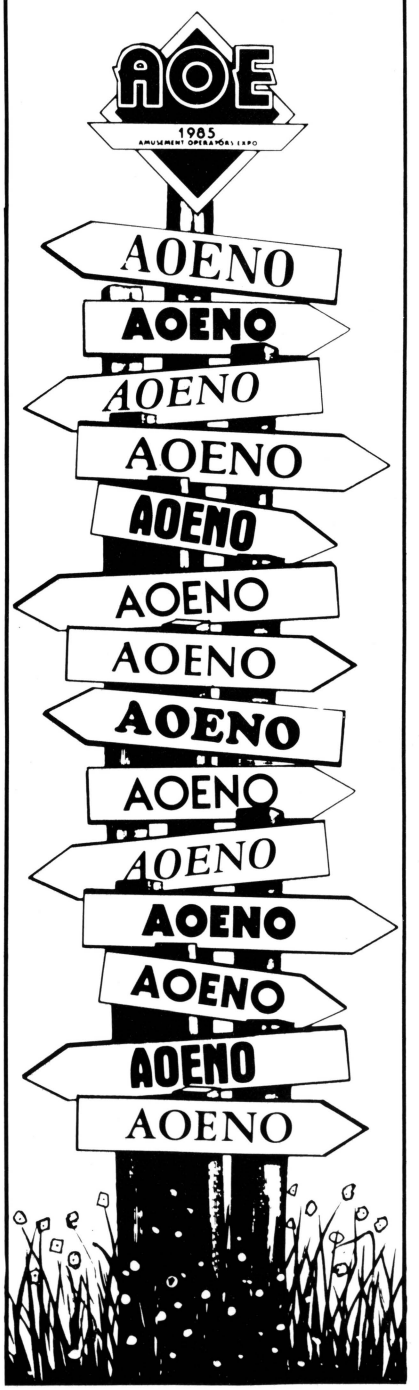

Illinois operators plan dart tournament

Up to $8,000 in cash prizes, trophies, and player certificates will be awarded to dart game contestants in the 1985 Illinois state dart tournament, according to the Illinois Coin machine Operators Association (ICMOA), organizers of the event.

The tournament is designed to spur more money for operators and their locations. Tournament organizers say that up to 64 dart players will be competing in each of the 64 tournament locations.

Operator demand for the tournament kits is so high, ICMOA officers said, that the entire supply of 64 location kits should be sold out within a few days after the tournament announcement is made official.

Tournament chairman Dwain Kramzar of Kramzar Amusement Company in Springfield, Illinois, said, "Member operators can develop a real competitive edge over nearby locations. Experience shows that we can count on up to a 30 percent increase in revenue from other equipment, plus enjoy excellent traffic at tournament locations.

"Location dart revenue can run as high as $192, and that does not include practice games, over-the-bar business, food, or add-on cash collected in other location equipment," he said. "It means more revenue for the coin-op business, plus it's a real service to thousands of active dart players throughout the state."

Kramzar emphasized that local tournaments can use any of the dart equipment now in use and that there are no restrictions or exclusive arrangements in the 1985 tournament.

Arachnid, Inc. of Rockford, Illinois, provided organizational assistance and will help coordinate the statewide tournament, scheduled March 30-31, 1985, in Springfield, Illinois. Bally Midwest is helping finance the tournament by providing 450 12-inch trophies for winners of local tournaments.

Cost to operators for the Illinois tournament is only $100 per location. A $3 per player location fee helps operators recover this expense.

Approxiamtely 600 finalists are expected to attend the statewide tournament in March. •

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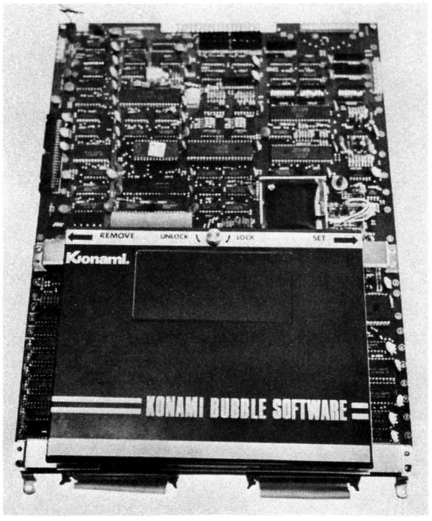
Konami unveils new technology

Konami, Inc. has announced a breakthrough in coin-op game technology—the integration of bubble memory.

The Konami Bubble System impacts three aspects of the video game business: copyright protection, software replacement, and interchangeability of internal memory.

Each bubble memory, supplied in the form of a compact board enclosed in a metal housing, measuring 6½ inches by 8½ inches by 1¼ inches, has a unique internal structure which makes software counterfeiting extremely difficult. The individual nature of the bubble memory can best be compared to fingerprints where no two prints are identical.

Software replacement or interchangeability is of utmost importance in the rapidly changing world of the video arcade industry, a Konami spokesman said. And the Konami Bubble System provides the fastest and most trouble-free system available. The bubble memory is simply replaced with a bubble module; a new header card is installed and the game is ready to play.



Konami's Bubble System

Konami claims its Bubble System is also the most cost-efficient system available. The cost of the conversion is significantly reduced when compared to that of a typical conversion kit presently on the market today. Costly hardware expenditures are completely eliminated.

The increased memory of the Konami Bubble System manifests itself in a number of inportant ways. It is capable of generating 2,048 individual colors compared to 256 colors that are possible with the present-day technology. The sound synthesizer contained in the Konami Bubble System is capable of a greatly enhanced range of effects. Character animation is greatly refined in the Konami Bubble System because of the enhanced resolution offered by this new technology.

Ben Har-El, president of Konami, Inc., said, "Konami expects our Bubble System to impact the marketplace at both the distributor and operator levels. A stable and orderly distribution of the product will be assured because of the difficulty in duplicating our software.

"Copies will not be a problem with our new system. Enhanced sound, graphics, and overall playability combined with the ease of conversion and low cost of the Konami Bubble System, should prove extremely appealing and profitable to the operator." •

Defective quarters found

During Chicago's AMOA in October, it was brought to the attention of AMOA President Dock Ringo that East Coast operators, in particular, were experiencing machine malfunctions due to defective quarters.

Operators were puzzled at the increased service calls for jammed coin mechanisms, until they discovered certain quarters were defective.

A sample quarter was sent to the U.S. Mint in Washington, D.C., by AMOA attorneys for inspection. It was determined to be out of spec. The Philadelphia Mint, the origin of the coin, was then alerted to the problem, and the U.S. Mint reported to AMOA that appropriate measures would be taken to solve the problem.

If you have any problems concerning defective quarters, take the following action:

- Send all defective quarters to Mr. Will Ris of the Washington, D.C., firm of Wexler, Reynolds, Harrison & Schule, 1317 F Street, N.W., Washington, DC, 20004, telephone: 202/638-2121.

- Enclose a note with the defective quarters stating where they came from, what damage they caused to your machines, and state the loss of revenue to your company and the machine.

Mr.Clark, chief of Quality Control for the U.S. Mint, Washington, D.C., wants to help our industry with this problem. •

Montgomery sold to Grant

Peter Grant

Ken Vezina

Montgomery Vending, the retailing arm of kit manufacturing, Magic Electronics, has been sold.

The New England-based company was sold off as part of a restructuring of Magic's interests.

"We are a manufacturer," said Magic's Kevin McIntyre, "not a retailer. We need to concentrate on our distributors and our assembly plant."

Peter Grant, the new owner of Montgomery Vending, was the design engineer and production director at Magic Electronics.

"My first love," said Grant, "is marketing; and, while I enjoyed the manufacturing side of the industry, I feel my future lies in the marketing aspects of this business."

Grant reportedly will be maintaining strong ties with Magic as far as new game suggestions and engineering advice.

With Magic listed as one of his major lines, he has stated he is going to take an aggressive marketing stance within the New England area and provide continued and increased support to the company's national and international customer base.

Montgomery recently acquired the services of Ken Vezina who is responsible for the day-to-day running of the sales department.

"Several major manufacturers' products will be carried, and margins will be kept to a minimum," said Grant. "But we're not getting into the discount market, though. I believe in standing behind the products we sell, and that is not possible if you're not earning money on the products you sell."

A full technical support team is available to Montgomery's customers, including free installation of electronic components upon request. Explained Grant, "Operators are in a learning period right now," he said, "just as their European counterparts were two years ago. We the distributors need to assist by educating them in the conversion field. It is the future of the industry."

The company can be reached at 401/946-2070 or 401/946-2077. •

Franz joins SNK

Glenn John Franz joined SNK Electronics Corporation in October of 1984 as national marketing manager. In these past few months he has been instrumental in bringing SNK national recognition through his unique marketing approach.

Franz is no stranger to the coin-op amusement industry. Before joining SNK he was regional manager, games administration, for Chuck E. Cheese; general manager for Bally's Aladdin's Castle; and worked for Amusement Park Operations.

Along with his marketing expertise, Franz has a good technical background. •

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Premier Technology

Williams reports decline, predicts upswing

Williams Electronics, Inc. announced revenues and results of operations for the first quarter of fiscal 1985 ended December 31, 1984.

Revenues for the first quarter totaled $11,476,000, down from $14,053,000 in the similar period of fiscal 1984. Williams incurred a net loss of $2,097,000 or 28 cents per share in the first quarter of fiscal 1985 versus a net loss of $3,229,000 or 43 cents per share recorded in the corresponding period of fiscal 1984.

Results for the first three months of fiscal 1985 reflected the continued industry-wide weakness in the coin-operated amusement game business, a company spokesman said. Losses have been reduced 35 percent from the corresponding fiscal quarter of last year by efficiencies and cost cutting.

Louis J. Nicastro, chairman of the board and president, said Williams was guardedly optimistic for the balance of its 1985 fiscal year. Williams' Condado Plaza Hotel and Casino continues to do well and the renovation of the newly acquired El San Juan Hotel is proceeding on schedule with the hotel's reopening planned for the fall of this year. Both the Condado Plaza and El San Juan Hotels are managed by Williams Hospitality Management Corporation.

Although the coin-operated amusement game business remains in its prolonged slump, Williams is encouraged by customer response to its pinball game, *Space Shuttle* and its shuffle alley game, *Strike Zone*. Based on firm orders, Williams anticipates amusement game revenues for the second quarter of fiscal 1985 will be substantially higher than the first quarter.

Nicastro said, "There are two things I firmly believe in, one is that arcades and locations for our type of amusement games are not going to disappear and, second, that games do not last forever. Therefore, games in locations have to be replaced." •

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WAMO to sponsor dart championships

The Wisconsin Amusement and Music Operators Association (WAMO) will hold its first ever state dart tournament April 26-28 at the 41 Bowl Complex in Appleton, Wisconsin.

The event, which is expected to draw about 1,000 players, will feature a prize package of between $12,000-$15,000. The tournament will have a minimum guaranteed purse of $5,000 and promises a 100 percent payback.

All players competing in the event must be sanctioned by the state association.

Dave Fonder of Green Bay and Dale Sanders of Appleton, both of WAMO's dart committee, are spearheading the effort.

Nomac Ltd. and Pub Time Darts were selected by WAMO to sponsor the event because they promised to provide the necessary equipment and the financial support to assist the Wisconsin effort.

A spokesman for Nomac said the tournament should not be recognized only as an operators association's first attempt at a statewide dart tournament. The spokesman said the Wisconsin tournament "may also be the first step to national competition on electronic dart games run totally by state operators associations."

Other state associations interested in organizing statewide championship competition, the spokesman said, can contact Fred Kelley at Nomac Ltd., 211 Berg St., Algonquin, Illinois 60102, or call toll-free 1-800/323-0449.

In other WAMO news, from May 16-18, the association will sponsor its annual trade show and convention at the Fox Hills Resort at Mishicot (near Breen Bay). •

Seeburg holds first service

Seeburg Phonograph Corporation conducted its first in a series of service schools attended by 19 servicemen representing Seeburg distributorships from throughout the United States.

Although the focus of the two-day school, held January 21-23, was Seeburg's *Prelude*, refresher courses were given for Seeburg phonographs going back four models. Seeburg is well stocked with parts for the older phonographs.

Seeburg's Dewey Corley is shown instructing some of the participants on the mechanics of the *Prelude* phonograph. Cass Dabrowski (not pictured) provided instruction on the electronics. •

AMOA member receives national honor

Larrianne Simon, Pride Enterprises, Huntsville, Alabama, has been named one of the American Business Women's Association (ABWA) 1984 Top Ten Business Women of ABWA. Simon was from more than 2,100 chosen business women for the honor.

Simon is manager of Pride Enterprises and has been its sole owner since 1976.

Simon has formed two other corporations since 1982, and is the only woman-owner of a full-line coin-operated amusement company in Alabama, and one of the few women nationally.

"For women there is room in the coin-op industry. There is excitement, there are opportunities offered far beyond the scope of other professions. There is a pride of ownership and there is the pride of providing a valuable service to the community. This is a great field for a woman if she is business minded." said Simon. •

Philip Morris announces earnings

Philip Morris, Inc. announced 1984 revenues and earnings.

Consolidated operating revenues for the year ended December 31, 1984, increased 6.5 percent to $13.8 billion from $13.0 billion reported in 1983. Operating income increased 19.8 percent to $2.3 billion. Pre-tax income was up 1.4 percent to $1.6 billion. Net income was down 1.7 percent to $888.5 million from the prior year's net income of $903.5 million. Earnings per share were $7.24, up one percent from $7.17 in 1983.

Consolidated operating revenues for the fourth quarter were $3.3 billion, an increase of 6.4 percent over he $3.1 billion reported in the last quarter of 1983. Operating income for the final quarter of 1984 increased by 25.7 percent over 1983, reaching $592.7 million. Pre-tax income was down 46.2 percent to $201.9 million. Net income was 50.6 percent lower at $104.5 million. compared with $211.4 million in 1983. Earnings per share were 85 cents, down 49.4 percent from 1983's fourth quarter. Fourth quarter results reflect management's decision to write-down the carrying value of Miller's completed but inactive brewery in Trenton, Ohio. The write-down reduced 1984 pre-tax earnings, net earnings, and earnings per share by $280.4 million, $145.6 million, and $1.19, respectively.

Referring to the company's cigarette operations, Chairman of the Board and Chief Executive Officer Hamish Maxwell said, "Philip Morris U.S.A. had gains in unit volume, market share, revenues, and operating income in 1984. Philip Morris International also increased unit volume, market share, revenues, and operating income in 1984. Marlboro continued to gain market share in the United States and internationally." •

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Bill Cravens (l) of Nintendo and Mac Sugita of Universal (r) help Rene Lopez of Konami be a head above the rest.

Players tried their skill at electronic darts, a growing interest in Pennsylvania.

Active holds open house

Operators flocked to Broad Street in Philadelphia in late January to view new equipment, talk with manufacturers, and congratulate Active Amusement Distributor's new owners.

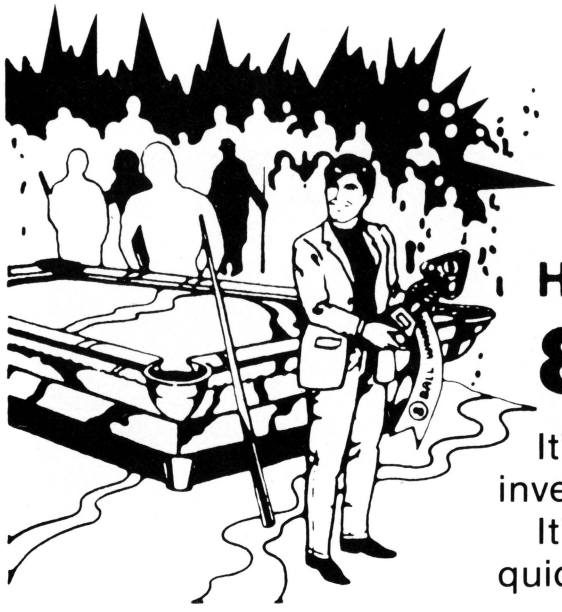
David Gilfor, after having worked for Active Amusement Machines for the last four years, and partner Paul Russell, purchased the 48-year old company from Frank and Joe Ash and changed the name to Active Amusement Distributors.

What would possess these men to commit themselves to an industry that has been rumored to be at an end? "That's an easy question," Gilfor joked. "Someone hit me over the head with a hammer and I was delirious at the time!"

He then continued with this serious response, "I love this industry, having been in it over 16 years, I see it being here a long time. The

From left, Ian Ash, his dad Frank, Bill Shay of Shay Vending, Dick Meese of Melody, and Bill Fannasy of PAMMA.

From left: Sharon Harris of Stan Harris & Co., Lenore Sayers of Premier Technology, and Mireille Chevalier of Exidy.



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Save your old Donkey Kong and Donkey Kong Jr.

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PROOF

Atlas Music Company of Providence tested two games of **8-Ball Action.**

They now have **25** on location.

Louie, the buyer at Atlas made the following comment: **Doing great! Game play realistic. Will even play against regular pool tables. Has possibility of longevity compared to most videos.**

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NEWS

The old and new owners of Active. From left: Mr. & Mrs. Paul Russell, Mr. & Mrs. Frank Ash, and Mr. & Mrs. David Gilfor.

Active's service department. From left: Joe Connor (supervisor), Walt chambers, Denni Brennan, and Chris Altieri.

time was right for Paul and me. We would rather start at the bottom, knowing we can only go up."

Gilfor's partner Paul Russell is a Philadelphia businessman and real estate developer. He is just starting to get into the mainstream of the coin-operated amusement industry and says he is excited about being in it. He notes that there are similarities in the coin-op business to other industries, though the rise and fall may have been unique.

However, he is aware of what operators are feeling and sums it up. "Most operators I've talked with are reporting greater earnings. The poor businessmen and the Johnny-come-latelies are out and I feel the shake-out of operators is nearly complete. With these people out, the competitors are real competitors and there is room for everyone."

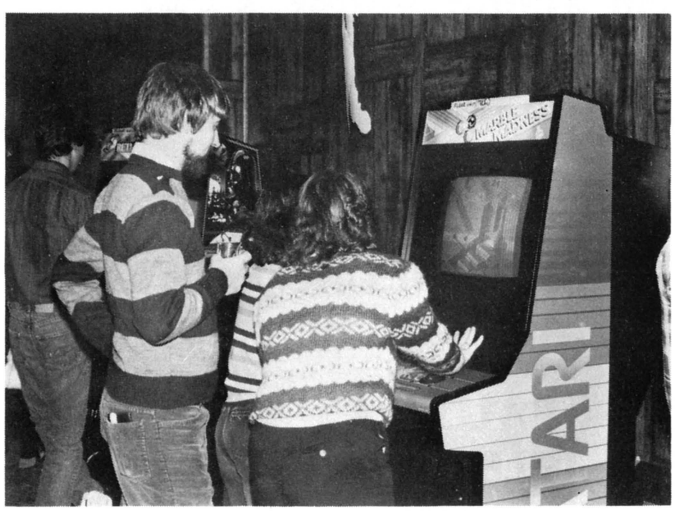
"I feel I got into this business at a good time because it has reached its low point and is now starting on a upturn. Our sales are better than our expectations and that is encouraging."

Operators seemed to share Gilfor's enthusiasm as they played the array of equipment on display and talked about the state of the industry. Operators overwhelmingly agreed that they are more optimistic about the industry's future.

Arachnid representative Marcio Bonilla said he was busy answering questions about the dart games. "Operators are really excited about dart games because they can make money with them," Bonilla said.

One operator explained the interest in darts in Pennsylvania, "I think darts are becoming more popular here because there has been a big crack down on gray area games; so operators are looking at equipment to replace those poker games."

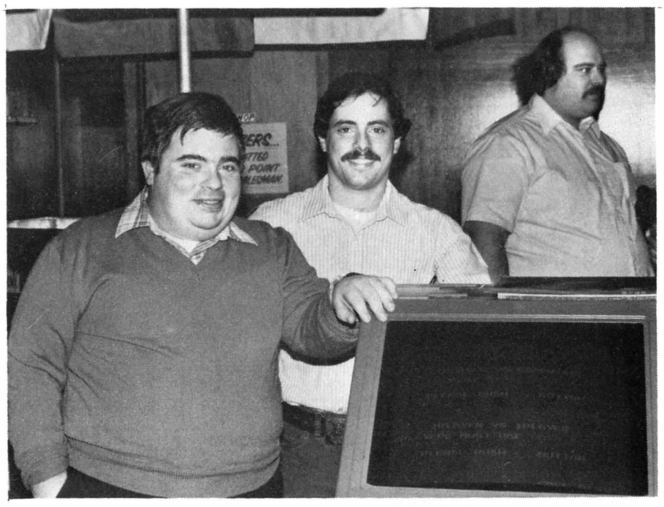
"I agree that there has been a lack of play on poker games, but I think it's because players just aren't



Atari's Marble Madness *drew crowds like it did at AMOA in October.*

New owner Paul Russell pulls name for one of the prizes given away.

Bill Cravens (l) congratulates new owner Dave Gilfor as Frank Shultz of Rock-Ola looks on.



Pennsylvania operators Howard and Alan Rosenberg are optimistic about the future of the industry.

playing them any more," another operator interjected.

Other equipment arousing interest included Atari's *Marble Madness*, Kitco's *Crown Golf*, *Road Fighter* by Konami, and two games by Magic Electronics—*8-Ball Action* and *Driving Force*.

According to Gilfor, *8-Ball Action* has produced some surprising test results. He said they've gotten excellent feedback from operators on the game.

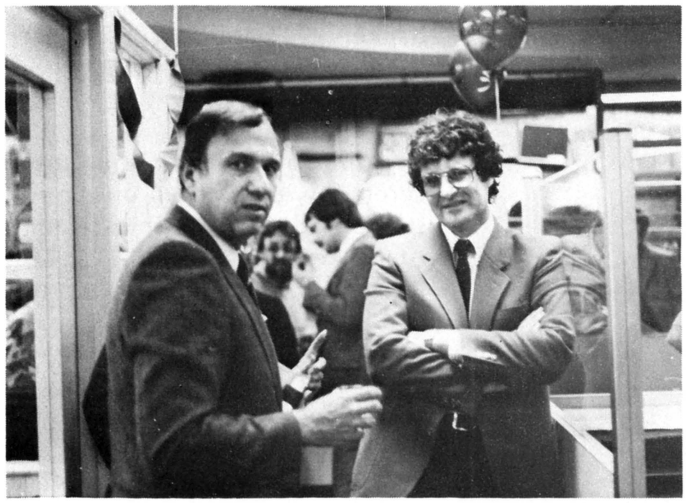
Crown Golf is another game operators seem to like, Gilfor said. Its play appeal is outstanding and the only operator complaint he heard was that it did not come in a kit.

And, proving operators at AMOA knew a good game when they saw it, *Marble Madness* was once again surrounded by operators praising Atari's effort. Greyhound Electronic also was a hit with its *Video Trivia* game.

Alan Rosenberg, an operator in the Philadelphia area gave his thoughts on the condition of the industry, "I consider jukeboxes, pool tables, and pins, to an extent, to be the foundation of the industry. For video to become one of the basics there must be lower priced games and that's why I think the systems like *VS. and Marble Madness* will do so well."

He continued, "Manufacturers hesitated to sell kits because we operators were guilty of buying too many games but things were going well and we couldn't help ourselves. So manufacturers, just like car manufacturers, couldn't see selling the headlights and chrome trim when they could sell the whole car. However, when the manufacturers realized it was either sell the kits or not sell anything then they started offering operators kits."

Another operator summed up his feelings, "I've just quit trying to analyze anything anymore. There is just no sense in what players want."●



Frank Ash (l), former Active owner, chats with Howie Rubin of Kitco

Players kept Crowns Golf *by Kitco busy.*

Twin Galaxies stages North American Challenge

Nearly two dozen players competed in the finals.

John Phillip Britt of Riverside, California (with trophy), won Player of the Year honors at the North American Challenge.

The third edition of the North American Video Game Challenge was held January 12 and 13 at the well-known Captain Video game room in Los Angeles, California. This invitational tournament attracted almost two dozen of North America's most talented game players for the weekend festivities.

Contestants were chosen based on their past performances in earlier Twin Galaxies tournaments as well as their all-around ability to become proficient at any game. All participants were well-versed on a variety of games and had several world video game records verified through the Twin Galaxies International Scoreboard (an industry clearinghouse for video and pinball high scores).

The tournament began with a ribbon-cutting lead by Walter Day, president of Twin Galaxies. Sandy Bettelman of the local distributing firm C.A. Robinson Company, Jolly Backer of Data East USA, Jerry Monday of Circle International, and John Barone of Exidy were on hand for the event.

Following the ribbon-cutting ceremony, play began on the four specially designed contest games: Atari's *Return of the Jedi*, Data East's *Karate Champ*, Exidy's *Cheyenne*, and SNK Electronic's *Mad Crasher*.

Play lasted throughout the weekend and culminated in a startling finish which left John Phillip Britt of Riverside, California, the 1984 Player of the Year, bringing the world title to California after it had been won the previous two years by Texans. Local boys also took second and

third place in the competition with Mike Sullivan, also of Riverside, and Jeff Peters of Etiwanda, California, taking second and third place respectively.

Twin Galaxies, the sole suppliers of information and scores for Sterling Press, the publishers of the "Guinness" series of books, will be submitting the results of the 1985 North American Video Game Challenge to the editors at Guinness for publishing in the 1985 edition of the "Guinness Book of Sports Records, Winners, and Champions."

Covering the event were ABC News, NBC News, and the popular "Entertainment Tonight" television variety program. Prior to the tournament the 1985 North American Video Game Challenge received attention in each of the contestants' home towns as well as on the national portion of the Independent Network News. The contest also was written up in the January 2 issue of *USA Today*.

Also part of the Coronation Day ceremonies were the Awards of Achievement presented to the video game industry by the video game players of North America.

This year's recipients were as follows: Most Innovative Game of the Year—Atari's *I, Robot*; Best Visual Enhancement in a Video Game of 1984—Atari's *I, Robot*; Best Audio Enhancement in a Video Game of 1984—Bally's *Spy Hunter*; Best Laser Disc Game of 1984—Cinematronics' *Space Ace*; Best Video Game of 1984—Nintendo's *Punch-Out!!*; Manufacturer of the Year for 1984—Atari.

Twin Galaxies International Scorebaord is now focusing on its next Guinness competition, the Video Game Masters Tournament, slated for June 28-30.

Operators wishing to participate in the 1985 Video Game Masters Tournament and other coin-op promotions planned for the future, should contact Twin Galaxies at 1701 NE 59th Street, Kansas City, MO 64118, or call 816/436-5785. •

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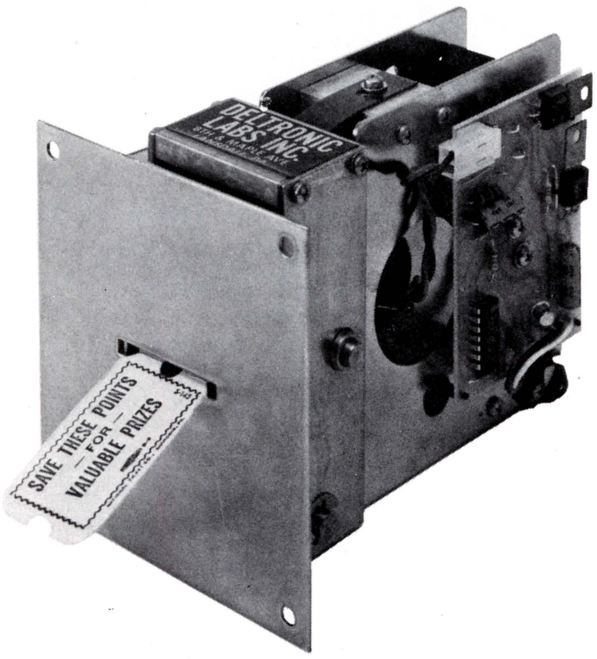

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NEWS

Rowe Video Jukebox prize in contest

The MTV/Dr. Pepper trivia contest, co-sponsored by MTV and Dr. Pepper, began February 25 and runs through March 29. The top prize is a Rowe Video Jukebox.

Michael Reinert, director of video operations for Rowe International, Inc., announced that the contest winner will receive a 1985 R-89 Video Jukebox for a period of one year. The prize also includes a new taped program of 40 top videos each month.

Viewers can enter the contest by watching for contest rules on MTV between 9:30 and 10:00 p.m., Monday through Saturday. The winner of the Video Jukebox will be picked at random from entries submitted. •

INDIANA GAME AUCTION
Saturday, April 13, 1985 • 11:00 a.m.
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Exit 130 off I-65
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OHIO GAME AUCTION
Saturday, April 27, 1985 • 11:00 a.m.
250 GAMES
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Springfield, Ohio
(in between Daton & Columbus)
Right off I-70, exit 59, State Road 41

AUCTIONEER: Don Young - 317/769-3266
SALES MGR.: Ric Stephan - 812/332-0568
Call or write Ric for Brochures

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Coinco names Distributor of the Year

Coin Acceptors, Inc. has named Bally Midwest Distributing Company, Chicago, its 1984 Distributor of the Year. Coin Acceptors, based in St. Louis, is a producer of coin handling equipment for the vending and amusement industries.

Bally Midwest was honored for producing the nation's largest sales volume of Coinco equipment for the year. During ceremonies in Chicago, the award was presented to Bill Clohecy, director of vending for Bally Midwest, by Bill Murphy, assistant vice president of marketing at Coin Acceptors.

Others from Bally's Midwest staff who were on hand at the presentation were John Dee, vice president of vending; Ken Adams, Mike Tohey, and Jack Frugo, sales personnel. •

IDEA darts get strong U.K. response

IDEA, designers and manufacturers of electronic dart games, reported strong interest at the recent Amusement Trade Exhibition International (ATEI) January 7-10 at the Olympia Hall in London.

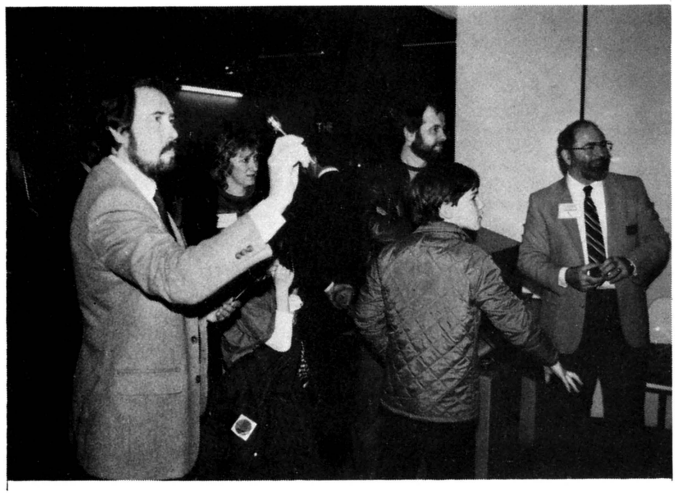
The Sycamore, Illinois, manufacturer reported that carpenters, roustabouts, electricians, bartenders, exhibition officials, and customs agents all joined the regular trade visitors in electronically-scored darts.

Said Bonita DeVale, executive vice president for IDEA, "We were overwhelmed by the number of tradesmen who would walk by our booth, do a double-take when they spied our *Century Dartes* games, break into smiles, and ask to play.

"When the first game was completed," she continued, "they would often return with their friends, asking for a challenge match. We were just amazed and tickled by the whole experience."

As a result of the company's success at the show, DeVale said the company is currently negotiating promotional and distribution rights in the United Kingdom, Australia, and Spain through its new European representative, Dr. Ronald D. Hall.

Hall is the former overseas director for Allied Breweries in Great Britain. •



Everyone from roustabouts and electricians to exhibition officials got in on the action.

Don DeVale and Ronald Hall said interest for IDEA's electronic darts at ATEI was strong.

IMA reports export increases

The International Trade Fair for Amusement and Vending Machines (IMA) held in Frankfort closed its doors on Saturday, January 18. Paul Gauselmann, spokesman for IMA, said, "We are pleased with the record number (13,000) of visitors despite unfavorable weather. We are especially glad that exports have more than doubled. This is because of the constant high dollar exchange rate. For example, production facilities were created in the Federal Republic of West Germany for flippers games (flipper is a classical US product). Now the European market can now be supplied from Germany; supplies will even go to the USA."

Gauselmann continued, "There is a similar trend in vending machines. The export business has experienced marked growth, while the domestic business remained stable. The accent lies on technological novelties, such as microprocessor control and moneyless accounting systems, according to Norbert Lohre of the vending machine department of the VDAI—Verband der Deutschen Automaten-Industrie e.V. (Association of the German Amusement and Vending Machine Industry).

The next IMA Trade Fair will take place from January 16 until 18, 1986, again in Frankfurt. •

AOE Report:

What to See at AOE

Springtime in New Orleans and the sixth annual Amusement Operators Expo (AOE)—what could be a better combination? A mini vacation and business combined in one of the most unique cities in the United States.

The exhibits and seminars will give you plenty to keep you busy during the day; and New Orleans, with its quaint bars and exquisite restaurants, will capture you at night.

The latest in coin-op equipment will dominate the exhibit floor to give you a preview of what is to come. Private coin operated pay telephones have generated interest from operators, and most suppliers will be exhibiting their wares. Those booths to visit include New Technology, Coin Communicators, U.S. Telecommunications, Summa Marketing, Capital Tel Systems, International Teleplex, Tonk-A-Phone, Coin Call, Empire Liberty, International Telephone Systems, ITT Communications, Runyun, and MasterCall.

There are seminars scheduled to help you understand this new wave in coin-operated equipment and steer you on your way to what to look for and what to ask the various private pay phone companies. It will be a rare opportunity for operators to be able to compare all the product of the various companies under one roof.

And for those in search of trivia, which seems to be a major pastime today, several companies will be exhibiting their trivia games. Merit Industries will show its *Trivia Whiz* which has been raved about by those who have used it.

Status Games' *Triv Quiz I* and *II* is a guaranteed money maker with exciting play appeal. And Greyhound Electronics will show its *Video Trivia*, another thrilling trip into the land of trivia. Operators should visit these booths to see what everyone is talking about.

Springtime in New Orleans and the sixth annual Amusement Operators Expo (AOE)—what could be a better combination?

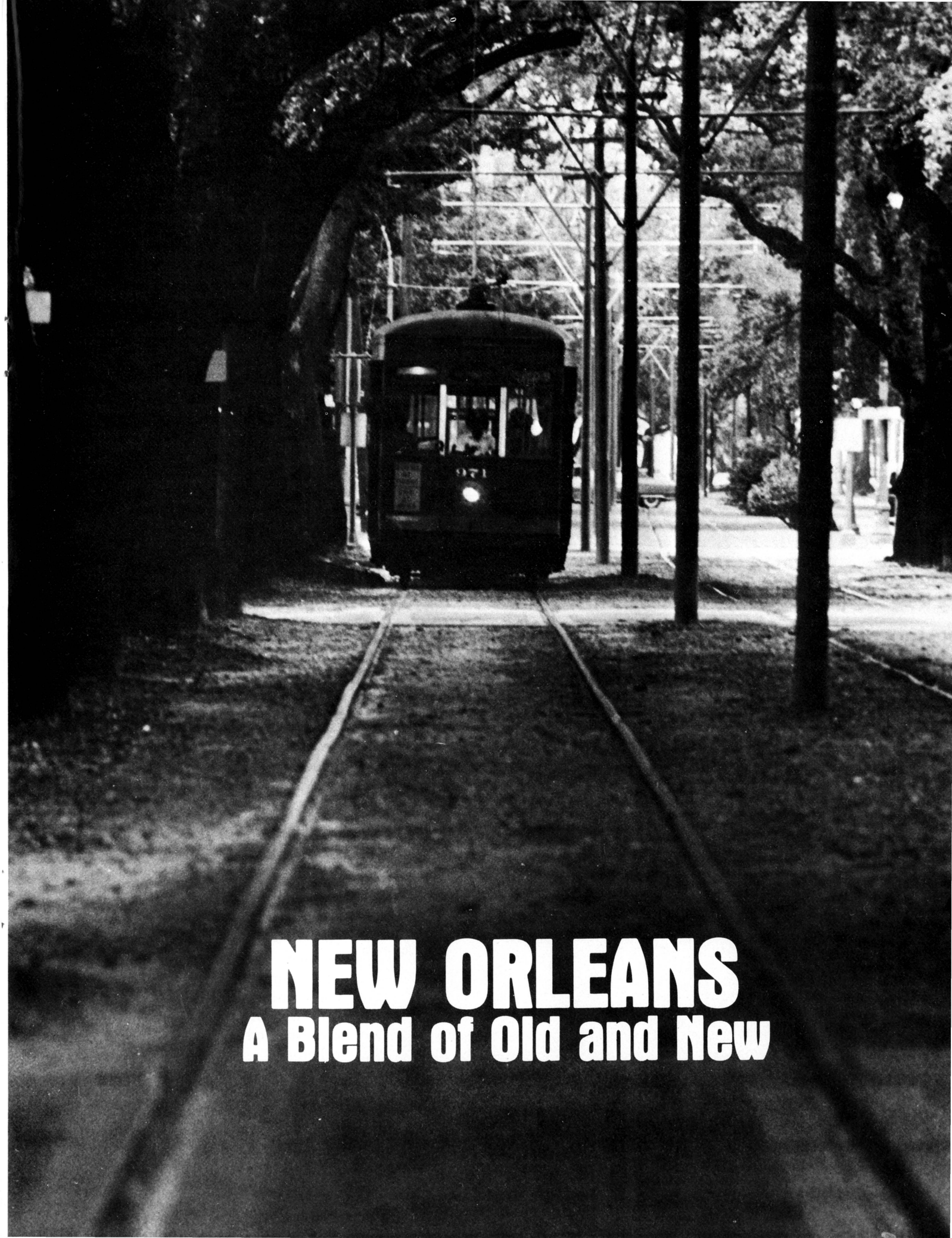
For those who know that video is still a vital part of this industry and want some good games, they have a variety of companies to see at the AOE. Nintendo is out in front of the system race with its VS. System and the new Uni System. The company is offering a kit to change your *Donkey Kong, Donkey Kong Jr., Popeye*, and narrow body *Mario Bros.* into a Uni System. The company also has some exciting games to use in the system that are also designed for use in half of the dual VS. System. *Excitbike* is available now. *Ice Climber* and *Duck Hunt* will be available soon. If they live up to the success of Nintendo's other system games, operators will have good, inexpensive product.

Atari introduced two systems at the AMOA show, and those who did not get a chance to see it and play it should go by the Atari booth to see them. *Marble Madness* and *Paperboy* are two of the most talked about games today and they are systems besides.

Exidy has had tremendous success with its *Crossbow* and *Cheyenne* games and plans another kit for it soon. You can also see the company's new *Vertigo* game which is a simulator conversion system.

There are also companies who will be appealing to those who are looking for other types of equipment. IDEA will be showing its electronic darts, Valley will display its new pool table, Tornado will exhibit its successful table soccer tables, Nomac will show its *Pub Time Darts*, Carousel, North American Amusement, and Kiddie Rides USA will have the latest in revenue generating kiddie rides, Cardinal Amusement will exhibit its latest conversion kits, and area distributors will show all their latest equipment.

Every operator should plan to listen to Joe Peters of Wildcat Chemical Company; Joe Dillion and an engineer from Williams; Todd Erikson, an operator; and John Gatens, a distributor discuss a plan that may be one of the most talked about ideas to come along in a long time. It will be a way for operators to become involved in a company. There will a free bar before the session, and it is free to all attendees. Make it a point to come and listen. •



NEW ORLEANS
A Blend of Old and New

As tourists gaze at the heart of New Orleans and the levees that prevent the city from becoming a lake, one may wonder how a city came to be established in such unlikely surroundings. In fact, the city and the entire colony of Louisiana changed hands many times during its development from French to Spanish back to French and finally to the Americans.

In 1682, LaSalle, a Frenchman from Canada, explored the Mississippi River to its mouth. He claimed the river, all rivers entering it, and all the land watered by them in the name of France and its King Louis XIV and aptly named it Louisiana.

Jackson Square, St. Louis Cathedral, and pigeons—three New Orleans landmarks.

King Louis XIV send Iberville and his brother Bienville to this new territory in 1699 to form a new colony. However, the settlement was plagued with problems. The king was involved in expensive European wars, so he sold a charter for the Louisiana territory to a French merchant who declared the land a monster with no head or tail. He gave the charter back to the French government in 1717.

France gave the charter than to the Company of the West, and its founder, John Law, tried to develop this untamed land. Law was a favorite of the French regent Duc d' Orleans. Bienville was confirmed as the commandant general of the territory and was authorized to establish a new settlement. Four years later the colony's capital was moved to this new settlement. New Orleans named after the French regent.

Law was unable to make much headway in developing the land, often resorting to sending people from the French prisons and brothels to meet colonization obligations. It was said that no American colony was settled by a poorer quality of colonists. In 1730, Law's company sold the charter back to France, as an apparent failure.

In 1762, the French government surrendered most of the Louisiana territory to Spain which gave Spain control of the Mississippi. The citizens of the territory challenged the Spanish control. Spain was finally forced to return the territory to France. Although Napoleon had promised to keep the territory under French rule, he sold the entire province to the United States in 1803 for $15 million.

New Orleans was devastated by this transaction, and the French and Spanish New Orleanians did not intermingle but stayed separate communities. Canal Street became the boundary, with the French on one side and the Americans on the other.

The descendants of the original French and Spanish colonists are the Creoles of today. As an adjective, Creole means anything native to the locality.

The Cajuns are the descendants

of the Acadians driven from Canada because of religious reasons. These people live in the outlying areas of New Orleans and many maintain the lifestyle of their ancestors, hunting and fishing.

French Quarter

To many the French Quarter is New Orleans. When an engineer, Adrienne de Pauger, laid out the city in 1721, the Place de' Armes (changed to Jackson Square in 1856) was the center of town with a grid of streets surrounding it. It is the same today. The square was the hub of the city where French and Spanish colonials centered their business and social life.

Across the square is the Saint Louis Cathedral, originally built in 1724. Though it has been renovated several times because of a fire and a hurricane, it remains one of North America's noted landmarks.

Next to the cathedral is the Cabildo, built in 1794. It served as the seat of government for the entire Mississippi valley during the latter half of the 18th century. When Napoleon sold the territory, officals of France and America transacted the exchange on the second floor of the Cabildo. It is now a museum.

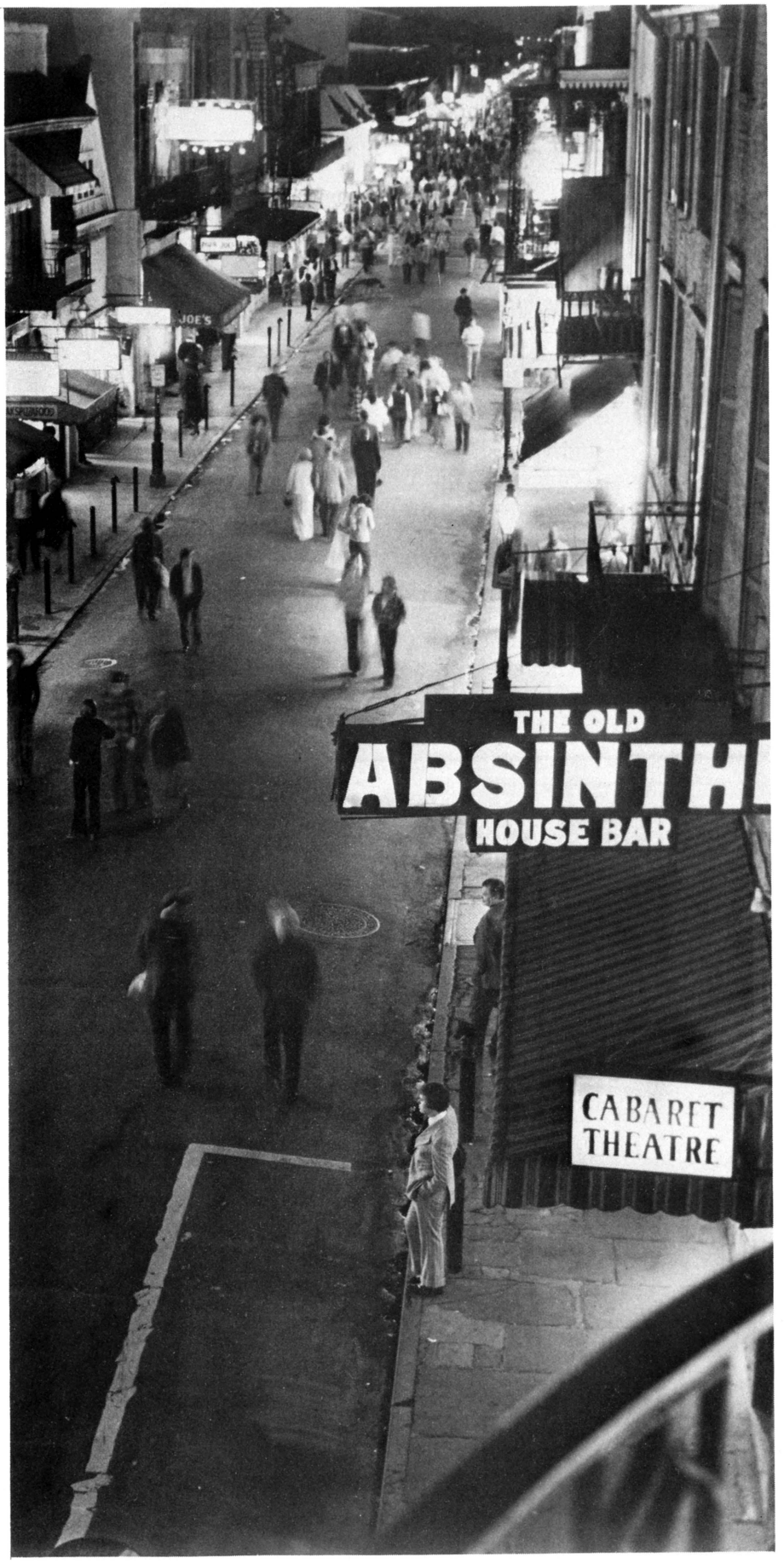
To the right of the cathedral is the Presbytere started in 1794 to house the Cathedral priests, but it was never used for that purpose. It was completed in 1813 when the government took it over. Since then it has been a courthouse and now a museum.

On both the St. Peter and St. Ann sides of Jackson Square are the Pontalba apartments begun in 1894 and said to be the first apartment buildings in the country.

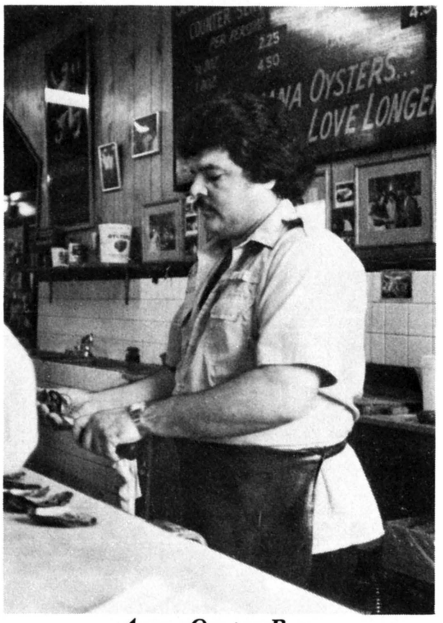
Bourbon Street is probably the most recognized street in America. It was named after the royal family of France. The nine blocks consist of some of the grandest places to some of the less grand. It is not open to cars and is bouncing with activity from morning to morning.

There are many other streets visitors will want to see including Dauphine with Pierre Cottage, one of the oldest cotteges in the quarter; Burgundy (named after the French Duke of Burgundy), where you can

Bourbon Street by night is alive with activity. In the heart of the French Quarter, it's best known for jazz and burlesque.



visit the Cabrini Doll Museum; Rampart Street, including a park dedicated to New Orleans' own Satchmo, Louis Armstrong; Iberville Street (named for the French Canadian explorer), where you can visit Acme Oyster Bar and Felix's; Bienville (named after New Orleans' founder) where you'll find the famous Arnaud's restaurant; Conti (named after another French nobility family), where you can see the Musee Conti Wax Museum; St. Louis Street, where you'll find another world famous restaurant, Antoines; Toulouse Street (named after an illegitimate son of Louis XIV), with its Court of Two Lions built in 1792; St. Peter Street, with the side of the old Spanish prison; St. Peter where Tennessee Williams wrote *A Streetcar Named Desire*, and, of course, Pat O'Briens where you can drink a Hurricane; Dumaine Street (named after another illegitimate son of Louis XIV, the Duke of Maine), where Madame John's Legacy, the oldest building on the Mississippi River, is located; and Ursuline Street, named after the nuns whose property it bounded.



Acme Oyster Bar, traditional New Orleans.

SIGHT-SEEING ATTRACTIONS

Audubon Park and Zoo
(between Magazine Street and the river, Uptown)

This park contains more than 50 acres and includes a zoo that has been extensively rebuilt.

French Market
(across Decatur and downriver from Jackson Square)

The Choctaw Indians once traded here in what is now a vegetable and fruit market. On weekends, there is a flea market here.

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NATIONAL PLAY METER

Poll Information

On the "National Play Meter," each game's rating represents its average performance as compared to the top game's average in that category. Averages are compiled by Play Meter *through its operator survey. Games on the survey (except for novelty equipment) are currently (within the last six months) being marketed in the United States.*

Operator/readers who want to participate in the survey should write Play Meter, *"National Play Meter," P.O. Box 24170, New Orleans, LA 70184.*

DEDICATED VIDEOS — Arcade Locations

		Rating		
		Average Mar. 15 1985	Rank Last Issue	No. of Times on Poll
1.	*Karate Champ*/Data East	100.0	1	8
2.	*Pac-Land*/Bally Midway	83.5	—	1
3.	*Spy Hunter*/Bally Midway	77.6	4	26
4.	*Punch Out!!*/Nintendo	55.7	5	20
5.	*Birdie King III*/Coin-It	53.7	—	19
5.	*Superbasketball*/Konami	53.7	2	4
7.	*Pole Position*/Atari	52.3	10	28
8.	*Crossbow*/Exidy	51.7	9	24
9.	*Gaplus*/Bally Midway	47.7	—	1
9.	*Return of the Jedi*/Atari	47.7	3	2
9.	*Two Tigers*/Bally Midway	47.7	6	12
12.	*Birdie King II*/Coin-It	44.7	8	20
12.	*Major Havoc*/Atari	44.7	15	17
14.	*10-Yard Fight*/Taito	44.3	7	19
15.	*Tag Team Wrestling*/ Data East	38.2	11	16
16.	*Root Beer Tapper*/ Bally Midway	35.8	—	1
16.	*Shooting Gallery*/Zaccaria	35.8	—	1
18.	*Track & Field*/ Konami/Centuri	31.8	13	29

CONVERSIONS — Arcade Locations

		Rating		
		Average Mar. 15 1985	Rank Last Issue	No. of Times on Poll
1.	*Marble Madness*/Atari	100.0	—	1
2.	*Super Punch Out!!*/ Nintendo	65.0	—	2
3.	*Pole Position II*/Atari	57.5	3	28
4.	*Trivial Pursuit*/Bally Sente	55.0	—	1
5.	*Cheyenne*/Exidy	53.3	1	2
6.	*VS. Pinball/Golf*/Nintendo	50.0	2	4
7.	*Millipede*/Atari	43.3	7	15
8.	*VS. Baseball*/Nintendo	40.0	5	14
9.	*Vulgus*/SNK	36.6	4	3
10.	*Up and Down*/ Bally Midway	32.0	8	14
11.	*Elevator Action*/Taito	30.0	6	26
12.	*Mega Zone*/ Konami/Interlogic	28.7	—	18
13.	*Champion Baseball*/Wico	26.6	12	14
13.	*VS. Tennis*/Nintendo	26.6	—	20
15.	*Bomb Jack*/Tehkan	25.0	9	5
15.	*Junior Pac-Man*/ Bally Midway	25.0	10	20
15.	*Time Pilot '84*/ Konami	25.0	—	17

DEDICATED VIDEOS — Street Locations

		Rating		
		Average Mar. 15 1985	Rank Last Issue	No. of Times on Poll
1.	*Karate Champ*/Data East	100.0	1	8
2.	*Spy Hunter*/Bally Midway	87.2	2	26
3.	*Punch Out!!*/Nintendo	70.3	6	20
4.	*Birdie King III*/Coin-It	54.3	12	19
4.	*Triv-Quiz*/Status Games	54.3	4	2
6.	*Super Basketball*/Konami	53.7	3	4
7.	*Birdie King II*/Coin-It	51.8	—	19
7.	*Tag Team Wrestling*/ Data East	51.8	14	15
9.	*Pole Position*/Atari	51.1	5	28
10.	*10-Yard Fight*/Taito	51.0	7	19
11.	*Tapper*/Bally Midway	48.1	8	20
12.	*Hyper Sports*/ Konami/Centuri	44.4	13	14
12.	*I, Robot*/Atari	44.4	—	2
14.	*Major Havoc*/Atari	39.5	—	16
15.	*Motorace U.S.A.*/Williams	37.0	8	16
16.	*Track & Field*/ Konami/Centuri	33.6	11	29
17.	*Q*bert's Qubes*/Mylstar	29.6	—	3
17.	*Root Beer Tapper*/ Bally Midway	29.6	—	1
17.	*Timber*/Bally Midway	29.6	—	1

CONVERSIONS — Street Locations

		Rating		
		Average Mar. 15 1985	Rank Last Issue	No. of Times on Poll
1.	*Mega Zone*/ Konami/Interlogic	100.0	1	18
2.	*VS. Pinball/Golf*/Nintendo	98.9	—	4
3.	*Pole Position II*/Atari	89.2	1	28
4.	*Hero in the Castle of Doom*/Atari	72.9	—	2
4.	*Up & Down*/Bally Midway	72.9	—	14
4.	*VS. Baseball*/Nintendo	72.9	4	14
4.	*Vulgus*/SNK	72.9	—	3
8.	*Elevator Action*/Taito	68.4	7	26
9.	*8-Ball Action*/Magic	67.7	—	1
9.	*Jr. Pac-Man*/ Bally Midway	67.7	6	19
11.	*Bomb Jack*/Tehkan	62.5	—	5
11.	*Cloak & Dagger*/Atari	62.5	7	12
11.	*Mad Crusher*/SNK	62.5	—	1
11.	*Pandora's Palace*/ Konami Interlogic	62.5	—	1
11.	*VS. Tennis*/Nintendo	62.5	1	20
16.	*Do! Run Run*/Universal	57.2	—	4

LASER DISCS
Arcade Locations

		Rating		
		Average Mar. 15 1985	Rank Last Issue	No. of Times on Poll
1.	*Cobra Command*/ Data East	100.0	1	12
2.	*M.A.C.H. 3*/Mylstar	54.9	2	29
3.	*Astron Belt*/Bally Midway	52.9	3	24
3.	*Firefox*/Atari	52.9	4	17
5.	*Dragon's Lair*/ Cinematronics	50.7	5	30
6.	*Space Ace*/ Cinematronics	35.2	6	23

LASER DISCS
Street Locations

		Rating		
		Average Mar. 15 1985	Rank Last Issue	No. of Times on Poll
1.	*Astron Belt*/Bally Midway	100.0	–	25
2.	*Dragon's Lair*/ Cinematronics	70.8	2	30
3.	*Star Rider*/Williams	62.5	–	15
4.	*M.A.C.H. 3*/Mylstar	55.5	1	29
5.	*Space Ace*/Cinematronics	37.5	–	24

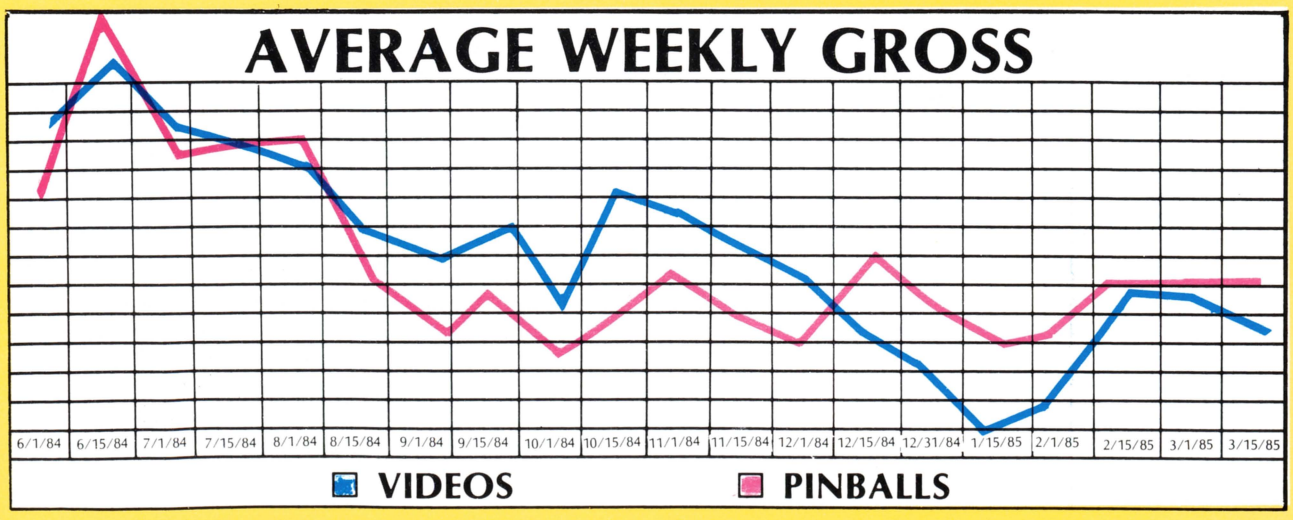
NOVELTIES
Arcade & Street Locations

		Rating		
		Average Mar. 15 1985	Rank Last Issue	No. of Times on Poll
1.	*High Ball*/Norton	100.0	–	1
2.	*Shoot Away*/Namco	52.9	–	23
3.	*Big Bat*/Bally Midway	32.3	4	12
3.	*Skee-Ball*/Skee-Ball	32.3	1	26
5.	*10-Pin Champ*/ Bally Midway	29.4	–	2
5.	*Big Strike*/Williams	29.4	–	22
7.	*English Mark Darts*/ Arachnid	23.5	2	20
8.	*Ninja Gun*/ American Arcade	18.8	–	1

PINBALLS
Arcade & Street Locations

		Rating		
		Average Mar. 15 1985	Rank Last Issue	No. of Times on Poll
1.	*Spyhunter*/Bally Midway	100.0	5	4
2.	*Space Shuttle*/Williams	95.6	2	3
3.	*Alien Star*/Gottlieb	78.2	3	8
4.	*Black Pyramid*/ Bally Midway	72.4	4	14
5.	*Eight Ball Deluxe*/ Bally Midway	71.1	6	21
6.	*Firepower II*/Williams	63.7	9	27
6.	*Pennant Fever*/Williams	63.7	10	13
8.	*The Games*/Gottlieb	52.1	7	15
9.	*Jacks to Open*/Gottlieb	46.3	10	21
10.	*Sharpshooter II*/ Game Plan	43.4	10	26
11.	*Laser Cue*/Williams	39.7	1	21
12.	*Kings of Steel*/ Bally Midway	38.2	8	21
13.	*X's & O's*/Bally Midway	34.7	10	24

NOTICE: The sole purpose of this survey is to determine on a regular basis the top performing games in the country. Any attempt to use the results of this survey for any other purpose is unauthorized, wrongful, and misleading.



Poll Update

Karate Champ still reigns supreme, but its lead is gradually diminishing.

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Preservation Hall celebrates the birth place of jazz nightly.

New Orleans' oldest cemetery features above-ground vaults. (This area is best seen with a daytime tour group.)

Streetcars

Catch the St. Charles Avenue streetcar at Royal and Canal Streets. It goes up St. Charles Street and South Carrollton Avenue and returns by the same route. It's a nice way to see the Uptown and University sections of the city.

SHOPPING

Aunt Sally's Praline and Gift Shop
(810 and 827 Decatur)

Features Creole cookbooks, dolls, china, glassware, and pralines—a New Orleans confection. Open 9:30 a.m. to 6 p.m. daily.

Bourbon French Perfume Co.
(318 Royal)

Perfumes made here in New Orleans for almost a century. Open daily from 9 a.m. to 5 p.m.

The Brass Menagerie
(524 St. Louis)

Brass for all purposes. Open from 9 a.m. to 5:30 p.m. weekdays and from 10 a.m. to 5 p.m. on Saturdays.

Dixon and Dixon Art Gallery
(315 Chartres)

Offers 18th and 19th century oil painting as well as Oriental rugs. Open Monday through Saturday from 9 a.m. to 6 p.m.

Stybba
(700 Royal)

Gifts, jewelry, imports, and handmade items. Open daily from 10 a.m. to 9:30 p.m.

The Toy Village
(518 St. Peter)

Offers five rooms of dolls, stuffed animals, toys, and games. Open daily from 10 a.m. to 5:45 p.m.

SHOPPING CENTERS

Belle Promenade
(Westbank)

Recently opened shopping center includes 100 shops. Cross the Greater New Orleans Bridge and take the expressway to Barataria Blvd.

Lake Forest Plaza

This shopping center in New Orleans East features 135 stores and an indoor ice skating rink. Open from 10 a.m. to 9:30 p.m. Monday through Saturday. Take I-10 East toward Slidell and exit at Read Blvd.

Lakeside Shopping Center
(3301 Veterans Memorial, Metairie)

Includes 110 stores. Open until 9:30 p.m. Monday through Saturday.

Royal Street
(French Quarter)

Features a variety of specialty shops including fashion, furni-

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Frogger	275
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Galaxian	195
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Mach III	895
Ms. Pac-man	595
Q*Bert	595
Pac-Man	295
Punch Out!!	2595
Track & Field	995
Zaxxon	195

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ture, art work, and gift boutiques.

Uptown Square
(200 Broadway, Uptown)
Includes more than 50 stores that are open form 10 a.m. to 6 p.m. Monday through Saturday. D.H. Holmes Department Store and Dolpen Books are open until 9 p.m. every evening.

EMERGENCY NUMBERS

Police 821-2222
Emergency Medical Services 821-3232
Fire 581-3473

TAXIS

Checker Cabs 943-2411
Morrison's Cab 891-5818
United Cab 522-9771

MUSEUMS

The Cabildo
(709 Chartres, on Jackson Square)
Site of Louisiana Purchase signing. Exhibits include a Mississippi River collection of steamboat era artifacts, paintings, etc.; Napoleon's death mask; and early Louisiana settlement items. Open Tuesday to Sunday from 9 a.m. to 5 p.m.

Cabrini Doll Museum
(1218 Burgundy St.)
Displays dolls from all over the world, as well s books and art appealing to children. Open Monday to Friday from 1:30 p.m. to 6 p.m., and on Saturday from 9:30 a.m. to 5 p.m. No admission charge.

Casa Hove Museum
(723 Toulouse St.)
A Spanish-style house furnished with antiques. Open 10 a.m. to 4:30 p.m.

Historic New Orleans Collection
(533 Royal St.)
Housed in two historic residences, with changing cultural and historical displays and a restored private home, plus a comprehensive research facility. Open Tuesday to Saturday from 10 a.m. to 5 p.m.

New Orleans Museum of Art
(City Park)
This museum features special exhibitions as well as a permanent collection of paintings and sculptures. The museum is set in the city's 1,500 acre park bordered by Bayou St. John. Open Tuesday through Sunday 10 a.m. to 5 p.m.

Musee Conti Wax Museum
(917 Conti St.)
Offers New Orelans history depicted by life-size wax figures with authentic costumes and settings, plus an added "Haunted Dungeon" illustrating well-known horror tales. Open Monday to Friday from 10 a.m. to 5:30 p.m., Saturday and Sunday to 9 p.m.

Pontalba Apartments, 1850 House
(523 St. Ann St., in the Lower Pontalba Buildings)
Restored house of the period, authentically furnished from parlor to kitchen to slave quarters. Open Tuesday to Sunday from 9 a.m. to 5 p.m.

The Presbytere
(751 Chartres St. on Jackson Square)
Planned as housing for the clergy, but never used for that purpose. It holds exhibits of Mardi Gras costumes. Audubon bird prints, black heritage artifacts; and evolution of fashion from 1800 to present. Open Tuesday to Sunday from 9 a.m. to 5 p.m.

Pharmaceutical Museum
(514 Chartres St.)
An actual apothecary from the 1820s to 1855. Exhibits include early medicines, drugstore artifacts, and voodoo potions. Open Tuesday to Saturday from 10 a.m. to 5 p.m.

The Voodo Museum
(739 Bourbon St.)
Displays ritual artifacts, a real working voodoo altar, and even a psychic on hand to give readings. Open 10 a.m. to midnight, daily except holidays. •

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This system is built around a profit center concept. Each amusement machine is viewed as a separate profit center with its own revenues, costs, expenses, and investment. In addition each location, each machine type, even each machine name can be analyzed as separate profit centers. Maximize the performance of your profit centers and you maximize the performance of your entire operation.

ACCURATE PROFIT ANALYSIS THROUGH COST ALLOCATION
This system allocates all costs associated with your operation. General administrative costs, location costs, and depreciation are all considered when computing profit contribution an return on investment. Depreciation expense is handled automatically; each machine can have an individual schedule which you choose.

YOU CAN SELECT FINANCIAL REPORTS:
By Location
By Machine Number
By Machine Name
By Machine Type
By Maximum Return on Investment
By Minimum Return on Investment
By Maximum Revenue
By Minimum Revenue
By Maximum Net Profit
By Minimum Net Profit
By Location Type

The basic financial reports appear as shown on this page.

COMPLETE MACHINE HISTORY
Complete history of machine performance is available on any machine you wish. Simply enter the machine number you wish to review into the Machine History Program. It will access and print full disclosureon where the machine has been, its revenues, profits, book value, and ROI for each collection as well as the service cost, percent split (if any) and the machine's depreciation schedule.
Then, if you wish, the computer will provide graphic plotting on your standard printer!

ROUTE COLLECTION REPORTS ITEMIZE EVERY MACHINE
Never hand write another collection report! Since the computer knows what machines are in which locations it can easily provide a printed collection report form.
The computer provides a list of each machine number and name at each location. It develops a form on standard 8½"x 11" paper and provides columns for meter readings and collected revenues. If you want, print this form on two part paper so a copy can be left at the location.

CUMULATIVE REPORTS ON PREVIOUS COLLECTIONS
You need to be able to compare previous collections for all machines. The Forecaster Program provides exactly that. It prints a report itemizing the revenue collected on each machine by location for the past 3 to 5 collections. It provides cumulative revenue over that time (usually a monthly summary).

EASILY VERIFY METER READINGS AND REVENUES
Included with the system is the easy to use Coin Count Reconciliation Program. This program maintains records on all your machine meter readings. After each collection you simply post the collected revenue (or tokens) and the new meter readings. You can then print reports for all machines, or machines off by any specified amount. Even free tokens are taken into account.

TWO AUDIO INSTRUCTIONAL CASSETES EXPLAIN EVERY FEATURE IN DETAIL
When you order The Operator's Investment Analysis system you will receive a notebook containing an installation manual, two instructional cassette tapes and the program disk. The installation manual contains forms and explanations to simplify gathering the needed information on each machine.

ROUTINE DATA ENTRY
Simply enter machine number and revenues—and be sure to tell it if you moved something. That's right. The only required data entry after each collection is the machine number and the revenue collected for that machine. And collections can be entered in any order at any time! If you move a machine from one location to another you simply enter the machine number and the location code of the new location. If you sell a machine, delete it from the file, if you buy a machine add it to the file.

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SORT ROUTINE 1

NUMBER	NAME	TYPE	LOC.	REVENUE	LOC. EXP.	DEPREC.	ADMIN.	PROFIT	BOOK VALUE	ROI	DAYS
4	CENTIPEDE	VID	LOC2	$ 98.75	$ 46.40	$ 11.51	$ 15.34	$ 25.50	$ 1600.00	83.10%	7.0
5	FROGGER	VID	LOC2	$ 88.25	$ 42.20	$ 11.51	$ 15.34	$ 19.20	$ 1600.00	62.57%	7.0
6	JOUST	VID	LOC2	$ 287.00	$ 121.70	$ 28.76	$ 15.34	$ 121.19	$ 2500.00	252.77%	7.0
7	JUNGLE HUNT	VID	LOC2	$ 222.00	$ 95.70	$ 28.76	$ 15.34	$ 82.19	$ 2600.00	164.83%	7.0
8	BURGER TIME	VID	LOC2	$ 123.00	$ 56.10	$ 28.76	$ 15.34	$ 22.79	$ 2500.00	47.53%	7.0
9	DONKEY KONG	VID	LOC2	$ 132.00	$ 59.70	$ 17.26	$ 15.34	$ 39.70	$ 1800.00	114.99%	7.0
10	MS PAC MAN	VID	LOC2	$ 175.00	$ 76.90	$ 11.51	$ 15.34	$ 71.25	$ 2100.00	176.91%	7.0
11	TURBO	VID	LOC2	$ 125.75	$ 57.20	$ 17.26	$ 15.34	$ 35.95	$ 2000.00	93.72%	7.0
12	GALAGA	VID	LOC2	$ 112.00	$ 51.70	$ 11.51	$ 15.34	$ 33.45	$ 1500.00	116.27%	7.0
13	STAR CASTLE	VID	LOC2	$ 48.75	$ 26.40	$ 5.75	$ 15.34	$ 1.25	$ 500.00	13.05%	7.0
				$ 1412.50	$ 634.03	$ 172.58	$ 153.42	$ 452.46	$18700.00	126.16%	7.0

TOTAL NUMBER OF MACHINES IN SORT	10
AVERAGE REVENUE PER DAY	$ 201.786
AVERAGE PROFIT PER DAY	$ 64.6369
AVERAGE BOOK VALUE PER MACHINE	$ 1870

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Dominic's wins with adults:

Success in a Special Market

By Steve Billnitzer

EDITOR'S NOTE: The video game lounge at Dominic's Restaurant in Toledo, Ohio, was the subject of an earlier report in Play Meter *magazine published December 15, 1981. Because of the fresh, original approach adopted by Dominic's in pursuit of a share of the market—creating an entirely new market segment—we returned to Dominic's recently for a progress report.*

The game market in Toledo, Ohio, isn't what it used to be. As the market shows signs of age, even newer games seem to tire easily, while old favorites seem to be losing their teeth.

Movies and music are unusually strong competitors for local entertainment dollars. More Toledo homes are wired for cable than in most cities; so the influence of MTV is more widespread.

And when one of the largest local arcades recently announced its decision to close, plans were made to fill its space in the Southwyck Mall with two new movie screens, bringing the total number of screens to ten.

Yet just across the street from the mall, the Godfather Game Lounge is healthier and more robust then ever.

To learn why, it helps to know what the Godfather is: an extension of Dominic's, the favorite Italian eatery in a city with more restaurants per capita than anywhere else in America. It gets its name from the original Godfather Lounge, the cocktail lounge (and popular nightspot) at Dominic's.

Dominic's is anything but a pizza palace, featuring two elegant dining rooms in the classic Italian style, the contemporary Godfather Lounge and now the Godfather Game Lounge. And Dominic's sells only homemade pasta, sauces and pizza, leading a comprehensive menu of genuine Italian cuisine.

Owner Greg DeLelles knew when he entered the game market that he had to present the games in a way that was consistent with his image. It had taken 30 years to build Dominic's reputation.

So it was that when other Toledo arcades were already opening their doors, anticipating and realizing respectable profits, Greg DeLelles was still carving the picture of his target customer, his model for success in the Toledo game market.

When the first patrons entered the Godfather Game Lounge, they saw the games skillfully integrated into the layout of a specially prepared room combining plush Gasser seats and earth-tone decor, music, soft lights, and full bar and menu service. The room was clearly designed for adults of discriminating tastes.

DeLelles explains, "We owe our success to creating our own market segment. No one else in Toledo was serving the segment we developed.

"We built our target customer, breathed life into him and—this is the imortant part—kept our finger on his pulse ever since. We believe strongly in preventative maintenance, so we keep our eyes on our market at all times."

Those preventative measures include constant scrutiny of market conditions both inside and outside the specialized Godfather audience. Only thorough knowledge of the markets and the merchandise enables DeLelles to predict what games his customers will embrace.

In addition, he refuses to rely on

outside speculation where the success of the games is concerned. He tests almost all machines personally and has been known to fly across the country to determine the worthiness of a potential addition to the Godfather Game Lounge.

Diversity, too, plays a significant role. And at Dominic's, diversity is more than hedging bets against possible losers. For the sake of diversity, *games* mean more than *video games* in the Godfather Game Lounge.

So while other arcades sported row after row of the latest game-of-the-week, Dominic's adopted a healthier diet. At the height of *Pac-Man's* popularity, for example, only three *Pac-Man* machines could be found in Dominic's. The rest of the available space was devoted to *balance*. Proven sellers sat alongside relatively esoteric machines, such as *Qix*, which held its own against the heavyweights.

Now, as noted, are the games limited to video. All along, DeLesses has supported his video efforts with sports and pinball games. They, too, have held their own as revenue producers—often making as much or more than their electronic counterparts.

Also, sports games such as *Bowling, Chex*, and *Skee-Ball* are consistent with Dominic's sporting image. That facet of their image is the product of special annual sports promotions, including an all-day Super Bowl party every Janaury and a July golf outing in appreciation of a faithful band of regular customers.

We went after a more sophisticated audience than the mass market. Our target customers enjoy a level of service he can't get anywhere else.

Other promotions support the Game Lounge in other ways, especially the daily lunch and dinner specials. "Our specials bring new customers in the front door," notes DeLelles. "When they belong to our target demographic group and also try our games, they start becoming regulars."

But why do they *stay* regulars? "Remember, we went after a more sophisticated audience than the mass market," DeLelles replies. "So our target customer enjoys a level of service he can't get anywhere else. That's why we provide full bar, menu, and waitress service, and surround him with comfort.

"In other words, we defined our customers, found out what they wanted, and gave it to them. That's just good marketing."

From the success of the Godfather Game Lounge, Greg DeLelles is obviously correct in his approach to game marketing in Toledo. But P.T. Barnum probably said it best: "Find a need—and fill it." As long as Dominic's continues to follow this philosophy, the prognosis looks like continued good health for a long time to come. •

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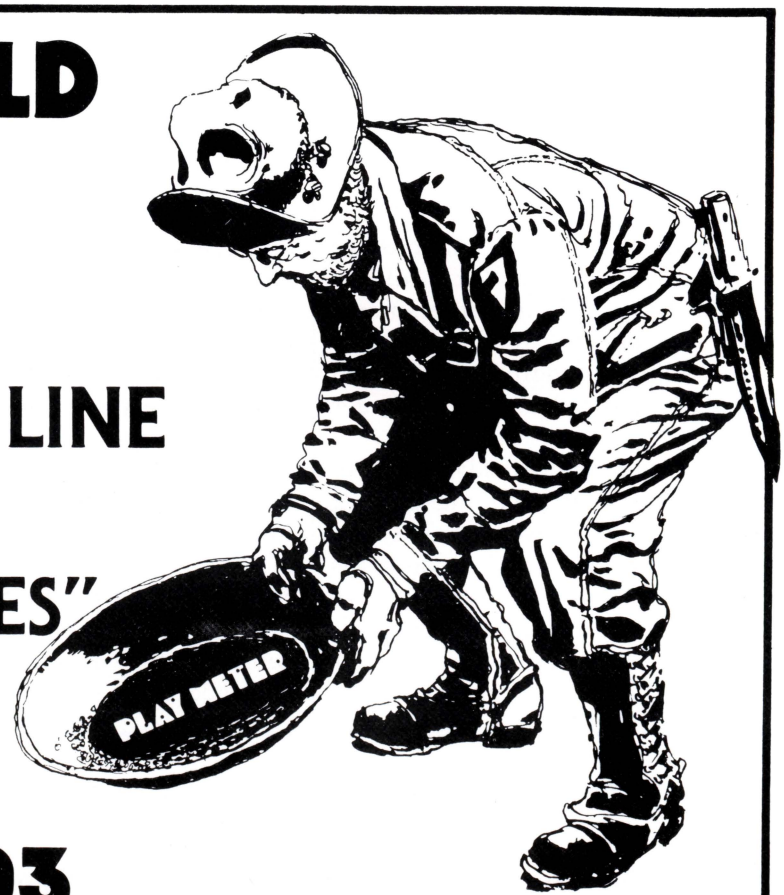
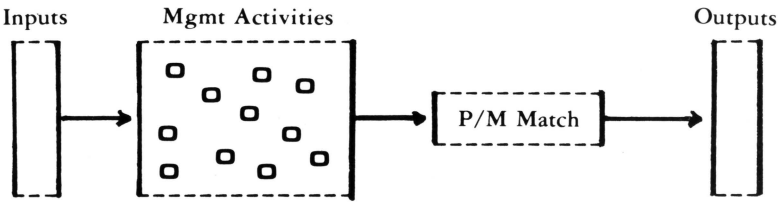


Conducting A Management Audit

By H. Richard Priesmeyer, Ph.D.

A management audit is a detailed evaluation of a company's overall health. It considers the general strengths and weaknesses of operations within the firm and identifies conditions in the industry or the local economy which can significantly affect performance. Here is a practical outline for conducting your own management audit, give it a try. It can help you discover ways to improve profits and minimize problems in the coming year.

EXHIBIT 1
An Organizational Model



Unlike an accounting audit which evaluates accounting procedures and recommends changes which can improve accuracy and security, a management audit takes a much broader perspective. It evaluates all management activities and even includes conditions outside the firm which may influence performance.

Frequently such evaluations are conducted by an outside consultant. That's not a bad idea since an outsider is generally unbiased and is more willing to address issues which company management may consider sacred cows.

But there are real advantages to conducting your own mangement audit. No one knows your business better than you do; so, if you know what questions to ask and are willing to be objective about how you ran your business, you can identify your own company strengths and weaknesses and make your own recommendations for improvement.

Prepare yourself. This article contains a series of questions which you should ask yourself about your company. Before asking those questions, though, try to separate yourself from your business. Consider how you would evaluate someone else's business and apply that attitude to your own operation. Be unbiased and critical. Most importantly, keep in mind that a company's management is totally accountable for the success or failure of the firm. There are no excuses for failure regardless of industry conditions, local economies, or changes in customer taste.

Some key concepts

A management audit actually consists of two distinct analyses. One addresses external conditions (outside the firm) which may affect the company; the other considers efficiency of internal operations (those within the firm).

In the external analysis, you try to develop a list of threats and opportunities. In the internal analysis, you want to identify company strengths and weaknesses.

Exhibit 1 provides a conceptual model of your firm and is useful for relating the external and internal analyses.

The model suggests management select specific resources from outside the firm and input those resources into the firm. Then, through a variety of activities (marketing, distribution, etc.) management tries to maximize the Product/Market Match (Product/Market Match is the extent to which the products or services offered by the firm match the demands of the market). The quality of the P/M Match dictates the level of the firm's output (profits, ROI, etc.).

For an amusement operator, these general ideas can be translated into practical terms. The operator selects equipment and personnel (inputs), places and services equipment at locations (activities) in an effort to provide what customers and location owners want (P/M Match). His success at all this will dictate his level of success (outputs).

Product/Market Match is a primary objective of the firm. If the firm delivers what the market wants (recognizing that it must be provided at a profit), then the firm will be successful. The Organizational Model emphasizes that company performance depends upon

Keep in mind that a company's management is totally accountable for the success or failure of the firm.

conditions outside the firm and management activities within the firm.

The external analysis

What conditions outside the firm can affect your firm? Consider these six general categories: customers, creditors, community, competition, suppliers, and government. Each one of these can have a profound effect on you; and, as they change, it is likely you will need to change.

One way to evaluate the external conditions affecting the firm is simply to ask a number of relevant questions about each of these influences. Exhibit 2 provides a list of such questions. Take the time to consider each as it relates to your business. Try to identify those factors which represent threats and those which are opportunities.

The internal analysis

Regardless of conditions outside the firm, much of the performance of a company is determined by specific management activities within the firm.

In general, the more efficient those activities, the better the company's overall performance. Before asking specific questions about how you manage your business, let's build an analogy which is particularly useful.

In the Organizational Model in Figure 1 there are a number of circles shown in the block labeled "Mgmt Activities." These circles are "systems on board" and represent a wide variety of company departments—such as finance, marketing, service, accounting, and any number of management activities, such as planning, directing, and control.

EXHIBIT 2
Questions Regarding External Influences On Your Firm

THE CUSTOMER

Consider changes in:
- Average age of customer
- Size of the market base
- Location of primary market
- Travel patterns in city
- Available income

Ask Yourself:
- What substitute products exist?
- What complementary products exist?
- How frequently do customers visit?
- What motivates your customers?

THE CREDITOR:

Consider changes in:
- Perceived risk in the industry
  - industry stability
  - industry failure rates
- Collateral requirements
- Lines of credit
- Flexibility of contracts
- Interest rates

Ask Yourself:
- Is the timing of financial obligations staggered?
- Is long-term and short-term financing balanced?
- What other creditors are available?
- What does your primary creditor think of you?

THE COMMUNITY

Consider changes in:
- Attitudes of civic groups
- Attitudes of citizens
- Attitudes of public officials

Ask Yourself:
- Which way is the city growing?
- Are traffic patterns changing?
- Is school policy changing (open/closed)?
- Are major malls or industries entering or leaving the area?

THE COMPETITION

Consider changes in:
- The number of competitors
- The amount of competing book value
- The managerial skills of your competition
- The capital base of your competition
- The competitions promotional tactics
- Alternate forms of entertainment

THE SUPPLIERS

Consider changes in:
- The type of products they offer
- The speed and reliability of current suppliers
- The stability and strength of each supplier
- The importance of you to your supplier
- Any changes in billing or payment policies

Ask Yourself:
- Is each supplier's quality control sufficient?
- How formal (and enforceable) are purchase and refund agreements?
- What does each supplier think of you and your business?

THE GOVERNMENT

Consider changes in:
- Zoning laws
- Ordinances regarding customers
- State licensing fees and requirements
- State reporting requirements
- State inspection policies
- Federal tax changes
- Federal tax filing requirements
- Depreciation allowances and investment tax credits
- Your personal vs. corporate tax relationship

They represent all the groups of activities which go into operating the company. So here's the analogy.

Let's say I invite you to go water skiing with me on my boat out on the local lake. When we get out to the dock, you look at my boat; and (1) the motor mount is cracked and the motor is just hanging on the back; (2) the ski ropes are frayed and twisted; (3) the steering wheel is loose but still works if you turn the wheel far enough; (4) the rubber boot on one of the skis is split; and (5) the windshield flaps in the breeze at speeds over 20 knots.

What are the chances we're going to have a good time skiing? Though the boat may be all right for some leisurely fishing, when we put all these systems under stress, it's rather predictable that things are going to fall apart.

Your company's systems may be all right, but are they ready to deliver if you put them under stress? What will happen if you try to expand or if competition increases? I should have done the maintenance on my boat; do you need to do maintenance on any of the "systems on board" your company?

Let's focus on just four of the most important "systems on board"—marketing, finance, personnel, and management. Exhibit 3 contains a number of questions you should ask yourself about your own business. Be objective, and keep in mind that you're looking for strengths and weaknesses.

Develop strategies

Now put your analysis to work. Make a list of all the external threats and internal weaknesses you were able to identify. Study them to see whether there is some common characteristic. Are they generally related to a lack of planning or poor personnel management? What is the cause of these problems?

For each major weakness you identified, try to develop a solution. Just as a doctor writes prescriptions for illnesses. Try to write prescriptions for the problems you identified within your own firm.

Then follow through with your ideas. Make changes. For example, you may need to spend more money on payroll and less on some other aspect of your business. Do the maintenance work that's necessary.

Take advantage of your strengths and the opportunities you identify. Make another list of the external opportunities and your own company strengths and try to relate them to each other. For example, if you are particularly good at machine repair (internal), you may be able to take advantage of the fact that operators are hanging onto equipment longer (an external factor) to begin offering repair services to others (an opportunity).

Be creative and consider a wide variety of possibilities.

The management audit is a process that can significantly improve a company's performance if one takes the time to engage in it seriously. Since your operation's strengths and weaknesses are very likely an extension of your own, the management audit is not only a step toward improving the business, it is also a major step toward sharpening your own management skills. •

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EXHIBIT 3
Questions Regarding Internal Operations of Your Firm

MARKETING

Ask Yourself:

- What games do you offer? Are they the latest, the classics, etc.
- What service do you offer compared to your competition?
- What split or minimum do you offer compared to your competition?
- How liberal are your games set?
- How aggressive is your advertising compared to the competition?
- What advertising media is most effective?
- How frequently and consistently do you advertise?
- What do your location owners think of you personally?
- Can all locations be serviced easily and economically?
- What is your criteria for purchasing equipment? How successful is it?
- What is your criteria for selling equipment? Do you have the necessary information?
- Do you have a capital purchases budget and do you follow it?

FINANCE

Ask Yourself:

- What is your net profit margin?
- What is your growth rate in sales and income?
- How stable are your expenses relative to sales?
- What is your debt/equity ratio? Is it too high? Is it stable?
- What is the current return on investment for your operation?
- Is a higher return on investment available elsewhere with no more risk?
- Do you get periodic (monthly) income statements? Are they timely?
- Do you get periodic (weekly) cash flow statements?
- Is excess cash always used effectively?
- Do you take a profit-center approach to your business? (i.e. performance by location, by machine, etc.?)
- Do you construct proforma (in advance) financial statement?
- Do you set performance objectives for profit, growth, etc.
- What is the 5, 10, 15 year potential for the operation?
- Is risk distributed by diversification?

PERSONNEL

Ask Yourself:

- Are employee relations with mangagement generally good?
- Are employee work hours formally scheduled with a minimum of split shifts?
- Does a policy manual stating personnel policies exist?
- Are working facilities suitable?
- Is the potential for advancement of employees good?
- Are employees recognized for achievements?
- Do employees get a feeling of responsibility for the jobs they do?
- Is there good variety in the jobs being performed?
- Are employees allowed a reasonable amount of independent decision making?
- Is pay equitable and consistent with the nature of the jobs being performed?
- Is an appropriate benefit package in place?

MANAGEMENT

Ask Yourself:

- How dependent is the entire company on the key manager?
- Is management reactive or proactive?
- Is management autocratic or participative?
- Are many decisions unnecessarily centralized?
- Is an organizational structure established?
- Are position descriptions established that itemize the main duties of each job?
- Are routine operations and decisions systemized?
- Is record-keeping accurate, efficient, timely, and appropriate for your needs?
- What control systems are in place? Is each necessary? Are they sufficient?
- In what ways could automation (i.e. computer technology, etc.) create higher efficiency?
- What activity consumes most of top management's time? Can it be delegated?

Tax Tips

By Richard Weatherington

Excuses the IRS will allow

Excuses are a way of life in the coin amusement business.

A replacement circuit board for a video game is no good.

A new record shipment does not arrive on time.

The bank runs out of coin wrappers.

Each has a good excuse. But, when the shoe is on a coin operator's foot, and it's a tax deadline that's missed, how will the Internal Revenue Service (IRS) react to the tale of woe?

Confusion over the tax laws can often lead to a conflict with the IRS. Some taxpayers have claimed that the IRS will not listen to reason when a tax deadline is missed, even when a person has a solid argument.

But, there are a number of excuses the IRS will accept as "reasonable cause" if an operator is late in filing a form or paying a tax. These excuses may allow an operator to avoid the penalties for missing the deadline.

For years they were buried in the massive volumes of the Internal Revenue Manual, which is the day-to-day operating guide for the IRS. Several successful lawsuits opened up the portions of the manual containing the excuses which the IRS considers as reasonable. In just the last year or so, the IRS has expanded the list to include some it had previously disallowed.

Since a number of sections in the Internal Revenue Code impose a penalty on a coin operator for missing a tax deadline, it's important to know what reasons the IRS considers valid. It will generally accept the following excuses as reasonable cause for being late. It is important to remember that if the IRS acepts an excuse, it gets an operator out of paying the penalty, but does not let him off the hook for filing the return or paying the tax.

1. **Ignorance of the law**—For the first time, the IRS has told its agents it will consider ignorance of the law as a reasonable cause for missing a tax deadline. There must be supporting factors present, such as the first-time filing of a return. An operator also must show that he exercised ordinary care and prudence in his coin machine business when attempting to meet the tax obligations.

Penalties and interest can mount up quickly; so when an operator believes he has a reasonable cause, he should inform the IRS.

2. **Timely mailed**—Normally the IRS considers a tax deadline met if the return is mailed on time. Before, if the envelope was delayed due to the wrong address or returned for lack of postage, the deadline was considered missed. Now the IRS will consider a return timely filed even if it was received late at the wrong district IRS office or had insufficient postage. Be sure to photocopy any envelopes returned before remailing to prove it was originally mailed on time.

3. **Erroneous information from an IRS employee**—This is a reversal of a long-time IRS policy. For years the IRS has held that information given by its employees was for guidance only and not binding on the IRS. While an operator still assumes all of the responsibility for what goes on his tax return, the IRS will not penalize him if he misses a deadline because of information provided by an IRS officer or employee. The burden to prove the advice was wrong is on the operator's shoulders; so have it well documented in order to make a strong case.

4. **Late forms or documents from the IRS**—If an operator contacts the IRS district office to obtain the proper tax forms but does not receive them in time, he can avoid the penalty for being late. The forms must be requested far enough in advance, usually at least four weeks, and he must be able to show that he exercised prudence in trying to get the forms. Keep it all well documented. The form must be one critical to the filing of the return or meeting the deadline.

5. **Can't get help from the IRS**—If an operator can prove that he visited the office of the IRS District Director before the filing date to secure information to complete his return and, through no fault of his own, was not able to meet with an IRS representative to obtain the needed information, he can avoid the penalty for being late. An

operator should write down the names of the IRS employees with whom he talked in order to prove his presence and request.

6. **Death**—When an operator or a member of his immediate family dies, the IRS will allow more time to meet a tax deadline. The death must occur reasonably close to the tax deadline. The IRS realizes that after the tragic loss of a family member it takes time to take care of personal matters, but it expects him to return to his route or arcade reasonably soon. If the company operates as a corporation, the person who dies must have the sole authority to execute the return, or be a member of that person's immediate family. This excuse can't be used if the person who dies is just another stockholder who isn't responsible for filing the return.

7. **Serious illness**—When an operator or a member of his immediate family is taken seriously ill, he can get out of the penalty if he misses the deadline. But when the IRS says seriously ill it means it. It can't be just a nasty cold or a touch of the flu. He should be under a doctor's care and incapacitated. The IRS watches this one closely; so a doctor's report will be necessary to back it up. As in the case of death, the illness must affect the person or immediate family of one who has the sole authority to execute the return if the arcade is operated as a corporation.

8. **Destruction of the arcade or office or an operator's records**—If the arcade or office is struck by lightning, ravaged by fire, blown away by a tornado, or destroyed by some other disaster—the IRS will allow additional time to meet the tax deadline. It realizes the operator will need extra time to resume operations and reconstruct the records. This excuse won't hold if the records are only slightly damaged or if they were kept somewhere else. The timing on this one is important. If the business was damaged six months before the deadline, the IRS is going to take a dim view of an attempt to use this excuse. It's the records that the IRS is concerned about. If a fire destroys a couple of the machines at a location, don't try to use this excuse.

9. **Get stuck out of town**—An operator who leaves town and is not able to return to meet the tax deadline can avoid the penalty. The delay must be for reasons beyond his control. If, for example, he is on a business trip and gets stranded by an airline strike or a car breakdown and misses a tax deadline, the IRS will be understanding. A lot of documentation is necessary to prove that the delay was not the operator's fault and that he did not merely change plans somewhere along the way.

10. **Local riot**—If the arcade or office is in an area which is the scene of riots or other civil disturbances that prevents the operator from reaching the arcade to meet his tax deadline, the IRS will allow him additional time to comply. He must be able to show that he felt threatened by the disturbance. If the disturbance is miles away from the arcade and there is no likelihood it will come near it, the excuse will be of little help. Newspaper clippings should be kept showing the danger and the location of the disturbance.

11. **Short of funds**—Everyone runs short of funds now and then. The IRS expects an operator to plan ahead and always be prepared to pay his taxes. There are, however, a limited number of instances where the lack of funds can be used as a valid excuse. If he can show that the lack of funds was due to circumstances beyond his control, such as a bank error or bounced check from a customer that is directly related to the loss of tax funds, he may be able to avoid the penalty. The bank must back the operator up in order for this excuse to work. He should also show that he tried to replace the money or secure it elsewhere to cover the taxes and that he exercised reasonable business care.

12. **Unable to get records**—If an operator can't get at records to complete his return or determine the tax due for reasons which are beyond his control, he can avoid the penalty.

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This may include records that are temporarily inaccessible, or held by a third party. In such cases, the operator must prove he used every reasonable means to get the records or reconstruct the data.

13. **Bad advice**—The IRS previously held an operator responsible, even if he acted on another person's bad advice. But now it will allow him to escape the penalty for a missed tax deadline if he followed the incorrect advice of a competent tax advisor. The advice must have been reasonable and prudent. If the advice was unreasonable, and a normally prudent person should have realized it, then the excuse usually won't be allowed. When the IRS uses the word *competent*, it usually means the advice of an accountant or tax attorney, it does not mean advice from tax protestors, or tax rebels given in person or in books.

Recently, the U.S. Tax Court ruled in favor of a taxpayer who, in good faith, relied on the incorrect advice of an accountant. The Tax Court allowed the excuse because the taxpayer did not know the return was required and had relied on an accountant to resolve a complex tax matter.

If an operator is aware that a tax return is due and delegates the responsibility to file it to a tax preparer, his failure to file the return does not constitute reasonable cause by itself.

14. **Catch-all excuse**—An operator who can show the IRS that he was not able to meet the tax deadline for reasons beyond his control can escape the penalty. He must be able to prove that he had used all normal care and prudence in his business to prevent the problem from occurring. Remember, the IRS has heard a lot of excuses so it tends to be rather skeptical. The excuse must be a good one with plenty of back up evidence.

15. **Returned check**—When a check sent to the IRS bounces, there is a small penalty. However, the IRS can go futher and assess a penalty for being late since the payment was dishonored. An operator can escape the penalty if the check was dishonored for reasons beyond his control, such as a bank error. The IRS is not, however, very sympathetic towards personal checkbook errors. A returned check must normally be replaced within ten days after notification by the IRS.

Time Limits

When the IRS accepts the excuse, thereby letting an operator avoid the penalty, its general policy is to allow no more than 180 days to meet the deadline. That time, however, is usually much shorter and could be as little as only ten days.

Instead of trying to avoid the penalty after the fact, an individual can obtain an automatic four-month extension to file his income tax return by using Form 4868 which must be filed by the return's due date. Corporations can get a six month extension by using Form 7004. If that is not enough time, an operator can ask the IRS for some more, but he'll need a good reason.

These extensions are for filing, not for paying; so the tax liability still must be estimated and paid when the extension is filed. Under unusual circumstances, an operator can get an extension to pay. He will have to show undue financial hardship and provide some extensive financial information. Before applying for an extension to pay, it would be wise to seek the help of a tax professional.

Penalties and interest can mount up quickly; so, when an operator believes he has a reasonable cause, he should inform the IRS.

It's important to talk to a tax advisor before presenting a "reasonable cause" excuse to the IRS. Advisors may be able to help word the explanation to improve its chances of being accepted. The IRS has a lot of discretion when it comes to what it considers a "reasonable cause." The IRS manual, which sets forth the policy, is a guide for the IRS and not legally binding. The better prepared an operator is, the better the chances are to avoid the penalty. •

FRANK'S CRANKS

By Frank "The Crank" Seninsky

"Tactician"—a fun and challenging countertop

A lot has been written about Digital Controls recently. The small Georgia based company has come a long way in its brief four year history. Its founders, Mike Macke and Mike Pace, entered the market with *Little Casino*, an amusement-only countertop game. Their philosophy of making consistent, steady earning games has held true. There are more than 15,000 *Little Casino I's* and *II's* on location and the game is still in production.

But the adult player is looking for something more than card-themed games and the blitz of trivia games. *Tactician* is different enough to capture that craving audience.

The concept is simple—select all the numbers from one through 20 that add up to a randomly displayed number. Each time you press a lit button, its light goes out and you can no longer use the button. If you hit a wrong key, "Cancel" and start again. If you can't match the displayed number with the remaining keys, you can press "Select" and get another random number, but lose 10 points. You are racing against a 60-number countdown clock, which resets to 60 each time you match the displayed number.

Points are awarded, equaling the matched number plus the amount of unused time for each entry. Within a fairly short time, players will be able to score in the thousands. There are three rounds per game with the 60 number clock getting faster each round. Dip switch settings make it possible to set *Tactician* on three different difficulty settings. An attract mode includes lights, a catchy tune, and a sample game.

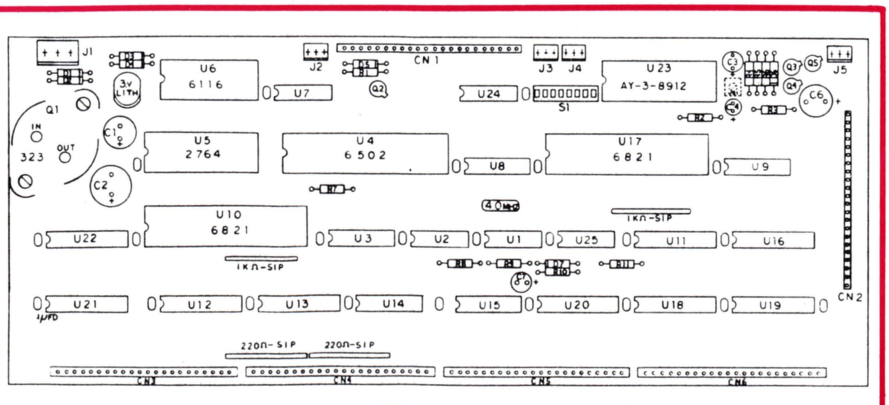

Figure 2

The PC board configuration of *Tactician*. J1, J2, J3, J4 and J5 are the five plug on connectors. S1 is the 8 dip switch settings. CN2 to CN6 are the ribbon cable connections (all soldered to board).

Quickness, strategy, and a little luck make this an interesting game players can get hooked on. I set one up for New Year's Eve and it was played all night. Competition grew fierce to beat the high score, which is kept in memory and displayed before each game. One attractive feature is each time you select a key, that number is subtracted and the remainder you need for the match is displayed on the screen. This helps those who can't add quickly.

This game is small (11 inches wide, 13 inches long, 10 inches high), weighs only 20 pounds, but is surprisingly durable. I bounced it around on the table for a few minutes with the power on and none of the inside components jiggled loose. And it still worked fine! The cabinet is made of sturdy 3/16 inch black sheet metal. Wood

grain side and top decals are provided with the game.

The coin mechanism is made by Coin Controls, Inc. which, once properly adjusted, is one of the best on the market. Coin jams will be minimal. Four screws hold on the top cover. These should have been a special type of screw like the Allen screws holding the coin mech plate. This was one of two parts of the game I felt could have been improved. The other is the one through 20 button tops. You can pop off the tops and remove the number cards. They won't come off by bouncing the game, but it's a service call if someone decides to be nasty. This is the only service call you may likely get.

Figure 1 shows the inside of the game. Be careful opening the cover. Pull it towards you from the top and let the bottom part pivot. The three boards, the LED lamp board, the main PC board, and the button panel board, are connected by the 5 22-pin ribbon cables shown. The cable connections are soldered; so don't pull hard on the cover.

Figure 2 shows the PC board component configuration. To disconnect one of the boards, you must unsolder the necessary ribbon cables, and that's time consuming. However, if you have a problem, it's easy to determine in which board the problem lies.

The one fuse is located on the bottom, between the transformer and the cashbox, with easy access. The eight dip switches are also easy to get to and are located near the middle of the PC board.

Figure 3 shows the back of the game. The cashbox, which is large enough to hold $250 in quarters, pulls out from the back. When the back door is open, the coin meter is clearly visible. There is a clamp to chain the game to a counter and an

Figure 1
The inside of the game with the top cover puled forward. All three boards are connected by five ribbon cables.

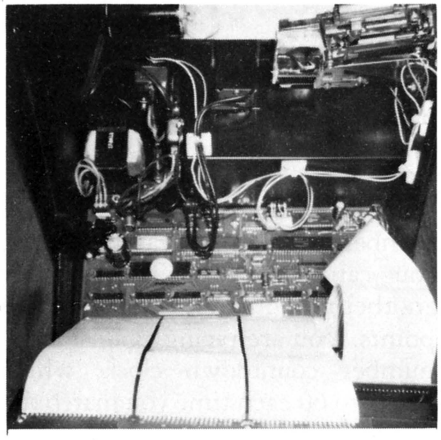

Figure 3
The back of the game. Shown is pulled out cashbox, meter, security clamp, on/off switch, vent slots, and keyboard connector for advertising messages (optional).

on/off switch. A keyboard cable connector above the on/off switch allows the insertion of up to 64 character messages if you have the *Little Casino II* advertising board.

Air vent slots (screwed on to keep out foreign objects) are on the back and bottom of the game. A swivel base is attached to the bottom.

You can pound the panel buttons without causing any damage because the terminals are soldered to the button board. Except for the five male-female plug connectors at the top of the PC board, all other connections (inside the case) are soldered. There is a snap-in tab on each so these won't come loose. The only inside part I could see ever coming loose is the screw-in light bulb that lights up the word *Tactician* on the face of the game.

I turned the game upside down trying to shake coins out of the cashbox and onto the circuit boards. This can be done with some effort, but not if you place a piece of tape over the excess opening under and to the left of the coin microswitch bracket.

To distinguish the lit from the unlit keys, *Tactician* should be played in a dimly lit area, not under bright lights. This goes along with its aptitude for an adult clientele in bar locations. Tests on this game have generated steady numbers from $60-$100 per week. If these collections remain constant (and they should increase as more people get involved) then *Tactician*, and similar games will be a good investment for today's operator. The price of *Tactician* is reasonable.

Digital Controls is also producing its first upright game called *Lode Runner*. Like *Tactician*, it's a strategy game that won't scare novices but also challenges the experienced player. *Lode Runner* is part of a five game system.

With the addition of industry veterans like Jack Mittel, Marty Glazman, Neil Smithweck and Mike Shaw, it looks like Digital Controls will soon be one of the industry leaders.

If you need more information on *Tactician* call Joe D. or myself at Alpha-Omega Amusement & Sales, 201/287-4990. And as always...keep cranking! •

With the addition of industry veterans, it looks like Digital Controls will soon be one of the industry leaders.

MOS/FET & J/FET Circuit Design

Lesson 10: Constant Current Source

PROGRAMMED TEST

Editor's Note: The material below is a serialization of the Kurz Kasch correspondence course for electronics, designed specifically for the coin-operated amusement industry. This course is copyrighted and owned by Kurz Kasch of Dayton, Ohio and its reprinting is being sponsored jointly by Kurz Kasch and Play Meter magazine. This material is authorized for publication exclusively in Play Meter magazine.

INSTRUCTIONS : *The purpose of this test is to guide you step-by-step thru actual circuit design problems. Also, many of these tests wiil provide you with additional design technique. Most important, these tests will provide you with a gauge to establish your degree of understanding of the material covered in the text. The test is programmed. Start at block one and then follow the numbered instruction associated with your answer.*

1

The FET is an advantage in a constant current source because of its low _____.

a. *Operating voltage and high input impedance* — *GO TO BLOCK 7*
b. *Drain current values* — *GO TO BLOCK 13*
c. *Output impedance* — *GO TO BLOCK 19*

2

YOU ARE CORRECT!

If g_{DS} is small, then any change in the drain source voltage, V_{DS}, will produce _____ in the drain current, I_D, when the FET is operating in the saturation region.

a. *No change* — *GO TO BLOCK 17*
b. *A large change* — *GO TO BLOCK 8*
c. *A small change* — *GO TO BLOCK 11*

3

YOU ARE INCORRECT!

Refer to the text, and return to BLOCK 11.

4

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 7.

5

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 12.

6

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 11.

7

YOU ARE CORRECT!

The drain current, I_D of the JFET constant current source of Fig. 10-2 is controlled by _____

a. *The load* — *GO TO BLOCK 4*
b. *V_{SS}* — *GO TO BLOCK 16*
c. *R_S* — *GO TO BLOCK 12*

8

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 2.

9

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 12.

10

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 18.

11

YOU ARE CORRECT!

For the single FET constant current source as shown in Fig. 10-1, the drain current I_D will increase if R_S _____.

a. Is increased	*GO TO BLOCK 3*
b. Remains the same	*GO TO BLOCK 6*
c. Is decreased	*GO TO BLOCK 15*

12

YOU ARE CORRECT!

The cascade JFET current source of Fig. 10-4 is better than the current source of Fig. 10-2 because the _____.

a. Output impedance is lower	*GO TO BLOCK 9*
b. Output impedance is higher by the factor g_m/g_{ds}	*GO TO BLOCK 18*
c. Current gain is higher	*GO TO BLOCK 5*

13

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 1.

14

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 18.

15

YOU ARE CORRECT!

You have now completed the test for Lesson Ten. However; before starting Lesson Eleven, think about any areas you may wish to review. Only when you feel confident about your understanding of the material covered, should you proceed.

16

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 7.

17

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 2.

18

YOU ARE CORRECT!

The region in the drain characteristics curve where the FET works best as a constant current source is the _____.

a. Saturation region	*GO TO BLOCK 2*
b. Linear region	*GO TO BLOCK 10*
c. $V_{DS} = 0$ region	*GO TO BLOCK 14*

19

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 1.

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ON THE STREET

By Bill Kurtz

Service Calls: Hurry up or wait?

It's Sunday afternoon and your office is closed. You get a call from your answering service—an urgent message from one of your customers.

The message says: "Our *Punch Out!!* is down. Send someone out here to fix it right away."

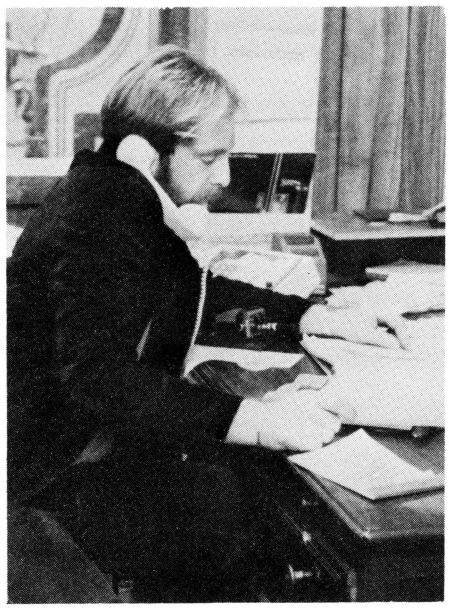
Do you send out a serviceman on overtime pay to repair it, or tell your customer that you'll get to it as soon as possible?

"We take the position that everyone is operating the same machines out there; so we offer our customers same-day service," said Carl Brown, vice president of B & B Music in Cleveland. Brown said that larger accounts and jukebox repairs receive priority consideration, although technicians respond to all service calls within 24 hours.

B & B's service department is headed by Carl's son Marc, who supervises the four technicians covering the company's 200 locations. Marc, who was the company's only technician when he started working there 12 years ago, agreed that certain equipment, like bowling machines used for league play, get top service priority. But, he added, when a service call comes in, a technician is often dispatched within the hour, thanks to the company's mobile radio system.

B & B's technicians keep in touch with Marc while they're on the road through a walkie-talkie hook-up. If the technician needs a spare part, for instance, he'll radio Marc, who'll have the item waiting for him when he returns to the warehouse.

B & B isn't the only street operator offering 24-hour service. The trend started a couple of years ago when videos were hot and a game that was down over a weekend could lose $300 in quarters.



Marc Brown, B&B service manager, takes a call from a location about a down game, and enters the service call on a log sheet.

Back then, fast service was important for the cashbox. Today, a lot of location owners have gotten used to prompt service calls, and can't understand why you wouldn't dispatch a technician immediately to repair a *Donkey Kong*; after all, they say, you're losing money, too. But the fact is, it just isn't cost-efficient anymore to rush to every out of order game.

Establish priorities on service calls. Obviously it's more important to keep a *Karate Champ* working than a *Galaxian*; so sending your technicians to work on higher earning games first is more economical for you—even on overtime pay.

Or try having your servicemen begin work early in the afternoon and working six or seven hours a day; so you can have technicians on duty every day and avoid paying overtime for weekend repairs.

The location should be considered, too. Many bars are closed Sundays; so sending a serviceman to repair a *Punch Out!!* on a Saturday night (rather than waiting until Monday) is an expensive mistake. On the other hand, it's a good policy to repair a bowler quickly, because if the machine is down during a scheduled league session, the location owner may look for another operator.

Even with replacement boards, technicians may not always be able to get a game working on location, and service time adds up. Marc Brown said each of his servicemen usually carries a replacement video game on his truck. If a service call looks like a three-hour job, the technician can simply put in a different, working machine.

And advise your locations to let you know what's wrong with a machine when they call to tell you a game isn't working. If they say players have been losing money in the machine, the problem might be nothing more than a Canadian quarter lodged in the coin mech. On the other hand, it helps your technicians if you know in advance the problem is a bad board.

Efficient service can be a big selling point for your operation, something that helps keep your locations loyal to you. Poor service, though, can start location owners checking out your competition. •

Lode Runner

Digital Controls, Inc., an Atlanta-based game manufacturer, has released *Lode Runner*, previously a home computer release.

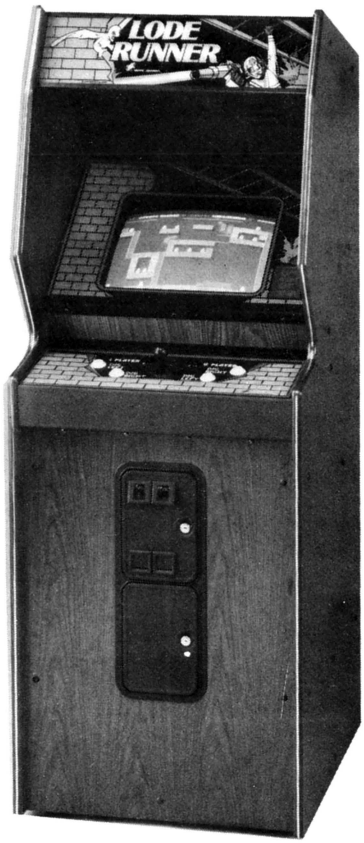
"There is already a built-in player base for *Lode Runner*," announced Digital Controls Chairman Mike Macke. "We think the game has all the strategy, variety, and exciting play it needs to become a classic."

As an arcade game, *Lode Runner* has remained on the top ten charts in Japan since early summer, 1984.

In *Lode Runner*, the player is a Galactic Commando, dispatched deep into the underground Bungelling Empire. There, treasures of gold, which have been stolen from Bengelling people, are stored. The player tries to collect all the treasures, scattered in various places on the 24 different levels, while avoiding deadly Bungelling guards. Armed with a laser pistol to blast holes on the brick floor, the player traps the pursuing guards in the holes while he digs tunnels, scales ladders, and shimmies across ropes in pursuit of the motherlode.

A continuation feature allows a player to continue at the level a game has ended or start a new game from the beginning. In the two-player mode, the game offers the choice to either player, enabling one player to keep going while the other starts his game over.

Lode Runner, marketed as a dedicated game, is Digital Controls' first entry into the upright market.



Marble Madness

Atari games, Inc. has introduced its System I Conversion System and its first software offering, *Marble Madness*.

State-of-the-art technology has been implemented to custom-design a hardware system that allows expandable software for long term flexibility. It has more capability than any previous Atari dedicated game hardware.

Custom IC design, reduced overhead and efficient manufacturing techniques have made it possible to pass on significant cost reductions.

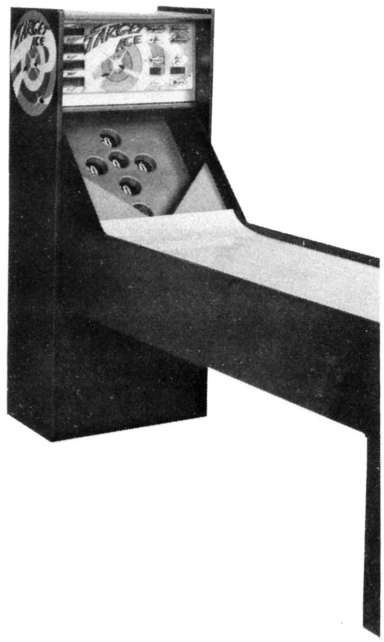
The Base Unit consists of a durable, contemporary cabinet designed to accept a variety of game configurations, a monitor, generic side panel graphics, and main electronics. Front access to all electronics allows for easy maintenance and easy conversion.

New game kits, scheduled to be available every three to four months, include a pop-in game board and attraction panel decal. Kits may also include a new fully assembled control panel with appropriate graphics.

Special features include over one megabyte of program and graphics memory, and Motorola 68010 16 bit processor for faster processing speed.

Marble Madness is available now from authorized Atari Games, Inc. distributors.

Target Ace



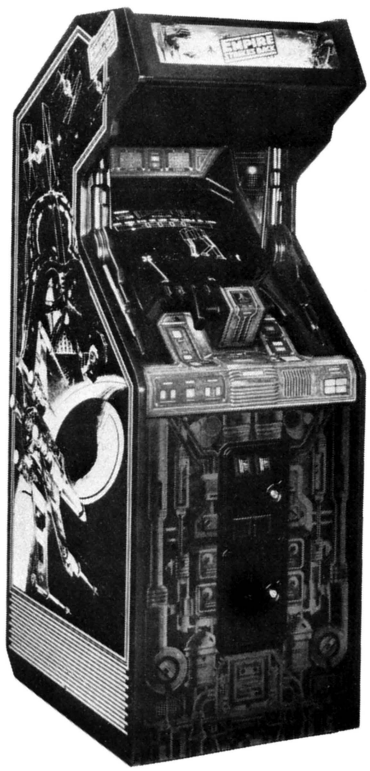
Meltec, Inc., manufacturer of *Boom Ball*, has introduced a new target game called *Target Ace*.

Target Ace is a fast play, competitive, shuffle target game. Its skill factor ensures the retention of player interest game after game, a company spokesman said. Up to four players can compete in each game, and they can choose from four different ways to play—"Regular," "90 hole," "Advance," and "Hole Rotation."

Featuring solid-state scoring, realistic sound and speech, automatic puck return, and easy access works-in-a-drawer, *Target Ace* is sturdily constructed for long location life and years of profitable play.

For more information, or distributor referral contact Meltec, Inc. 1550B Las Plumas, San Jose, CA 95133; telephone: 408/923-1302.

The Empire Strikes Back



Atari Games, Inc. has released *The Empire Strikes Back*, a new conversion game for its *Star Wars* video game, in upright or cockpit cabinets.

Designed for easy conversion, *The Empire Strikes Back* offers operators additional extended life for their existing *Star Wars* games.

This low cost kit includes a new program memory chip set, new graphics decals for attraction and control panels, and new flight control cover. The upright kit also includes attention-getting side panel title decals.

Game play follows key sequences from the movie, and music, sound and voice effects from the film also add to the realistic play.

Players are challenged continuously to achieve "Jedi" Power by destroying a given number of targets in each level to accomplish the J-E-D-I Spellout and become invulnerable for a period of time.

Action features include more play levels than *Star Wars* and a choice of either laser blasters or two cables to combat Imperial At-At Walkers. The flight controller allows expanded directional control for greater feeling of flight and allows players to control their own flight path to attack from different directions and dodge artillery.

A new Add-a-Coin feature allows continued play if the player has achieved JEDI status in the previous game. Players can select a Rebel Manual to learn playing tips.

Flying Eagle

Autorovo Kiddie Rides of America has a new addition to its line of hydraulic rides.

The *Flying Eagle*, with its realistic colors in fiberglass, is now available to operators. This ride features rider operated hydraulics which automatically lower upon termination of the ride and an electronic sound and voice synthesizer.

Autorovo's rides are manufactured in Holland and assembled in the United States.

"Although our rides have grown technologically sophisticated," said Benny Vos, president of the company, "repairs and maintenance remain simplified by a single, centrally located, solid-state circuit board. Proven reliability has remained one of our strongest assets over the years."

For sales or leasing information, contact Autorovo Kiddie Rides, P.O. Box 907, Fredericksburg, VA 22404. Telephone 703/373-2853.

Kung Fu Master

Data East USA, Inc. has released a new upright video game called *Kung Fu Master.*

According to the company, the game is currently the top earning video in Japan.

The player is a Kung Fu Master whose girlfriend has been kidnapped by criminals and locked up on the fifth floor of their headquarters. The player must get to the fifth floor and save his girlfriend. On the way up, various enemies block his way. The player must defeat the enemies by using his Kung Fu techniques. The player must defeat the enemies to advance through the various leavels of play.

There are also energy and time restrictions to the game. The game reportedly offers a high level graphic realism and fast action play.

Leapin' Lizards

Sunn International of Longwood, Florida, presents its new *Lizard Wizard* conversion kit. *Lizard Wizard* is a simple software conversion kit for all *Pac-Man* and *Ms. Pac-Man* hardware.

Lizard is a one- or two-player game where the player has the choice of challenging the computer or an opponent. The game play is easy to learn and filled with lots of action and multi-level screens to capture the players imagination. The object of the game is to survive the waves of attacks by the mystical wizard and his command of flying fire breathing lizards. Each player controls an eight way joystick and fire button.

The kit is complete with ready-to-fit artwork, cpu module, software package, controls and detailed manual.

Autoasis

AVS Systems, Inc. of Arlington, Texas, announces the *Autoasis*. The *Autoasis* provides air or air/water and is coin-operated. It is specifically designed for installation at self-service gasoline outlets on a revenue sharing basis. The *Autoasis* is competitively priced.

Constructed of heavy gauge stainless steel, using quality parts and state-of-the-art electronics, the air, air/water unit assures reliable, long life performance and is virtually maintenance free. This unit features a two-cylinder, oiless, tankless, industrial grade compressor and the timers are easily adjustable for time and amount charged per vend. Its highly visible graphics serve as a billboard of services and make the *Autoasis* air, air/water unit recognizable from any location on the property.

Trival Pursuit in video form

Bally Sente, a Sunnyvale-based video game manufacturer, has announced that it has entered into an exclusive licensing agreement with the creators of the *Trivial Pursuit* board game, Horn Abbot Ltd., to translate the popular board game into a coin-operated video game.

The agreement allows Bally Sente, a wholly-owned subsidiary of Bally Manufacturing of Chicago, to create and market a coin-operated video version of *Trivial Pursuit* using questions found in the board version.

In addition to answering questions from the *Trivial Pursuit* board game, the one to four players participating in the video version get the opportunity to identify themselves with one of four animated game pieces. These characters are Baron von Rightoften, a World War I trivia ace; Cleofactora, a knowledgeable Nile siren; Smartacus, a well-tutored Spartan; and Billie Genius, an enlightened Michael Jackson lookalike who moonwalks across the game screen.

The game grid, traversed by the characters, is rectangular and segmented into squares depicting the following categories: Arts and Literature, History and Geography, Sports and Entertainment, and Science and Nature.

Unlike the board version, the video game will provide the *Trivial Pursuit* player with a series of answers. The player must decide which answer is correct. Three incorrect answers result in disqualification. If the player lands on a corner block, he gets to enter the "Think Tank," the video game's counterpart to earning a slice of the pie in the board game. The player who lands on all four corner squares and answers each "Think Tank" question correctly is declared victorious and is treated to a fanfare.

Aids to the Trade

Greyhound expands

Greyhound Electronics, Inc. of Toms River, New Jersey, has also established the Greyhound-Vision Division—responsible for the development and marketing of a series of information display, communications, and marketing products—as Greyhound expands to other markets beyond the video game market.

The division's first offering is the Greyhound-Vision Video Sign System. This information display system utilizes state-of-the-art graphic and color capabilities in a format that allows complete flexibility of message content. It is designed to have high impact with any business, industry or public organization that has a walk-in trade, a waiting area, or wishes to relay a message 24 hours a day, seven days a week.

The message system allows you to create, edit, or display a series of messages using the detachable keyboard. No computer knowledge is required! The system includes eight color choices, five different letter sizes, with moving or solid frames. Messages can appear instantaneously, scan on to the screen, or spell on at individually selected speeds. Messages can also include speech phrases. The display can be triggered by the presence of a person, if so desired. Finally, the modem option allows for central control of a number of units in different locations with simple telephone connectors. Although the Greyhound-Vision Video Sign System has only been available for a few months, it is already in place in a number of major banks, government agencies, hotels, universities, supermarkets and trade shows.

Greyhound Electronics, Inc, is looking ahead, not only for 1985, but for the future.

For more information, contact Greyhound Electronics, Inc., Route 37 & Germania Station Road, P.O.Box 1697, Toms River, NJ 08753. Telephone: 201/341-5200.

PC board repair kit

PACE's Cir-Kits provide an efficient, low-cost way to repair or replace lifted, damaged, or missing lands, plated-through holes, conductors, and edge connectors on printed circuit assemblies.

Cir-Kits reduce downtime and eliminate the costly practice of discording PC boards that can be easily and quickly repaired.

Cir-Kits are easy to use; everything needed for repair on assembled PC boards is included: a selection from over 30 sizes of eyelets, tracks are plated to Mil-Specs and come in sheets of various pad diameters and track widths for any type of repair, abrasive stick, setting tool for cold setting eyelets, and detailed simple-to-follow instructions.

PACE Cir-Kits come in three different models (Basic Cir-Kit, Advanced Cir-Kit, and Master Cir-Kit) to suit various types and levels of repair in factory or field.

Cir-Kits are available from PACE representatives worldwide. For more information, contact Beth Amelio, PACE, Inc., 9893 Brewer's Court, Laurel, MD 20707. Telephone 301/490-9860.

Rand adds improvements

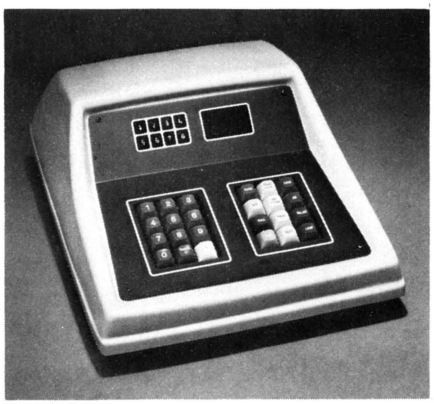
Rand of Phoenix, Inc.'s Air/Water, and Air-Only dispensing units are now being designed with a new mechanism that releases head pressure to facilitate easier starting. The accumulation of excess pressure has traditionally been a problem, and tends to cause sluggish start-ups when compressors are re-activated. The new device eliminates this problem, and is superior to standard mechanical valves.

The Rand Air/Water equipment has also added extra fittings and piping in the water dispensing unit. The new plumbing is easier to hook up to the existing water source, reducing the time and effort required for installation.

Rand of Phoenix has also implemented several new security features on the Rand Air/Water line. A special locking system constructed of ¼" thick C-1010 steel now encases the padlock. A heavy bottom plate has been added to the system to provide nearly total lock containment. The improved security design will withstand the most vigorous attempts at vandalism.

For more information on these and other Rand products, contact Rand of Phoenix, Inc., 2000 North 25th Drive, Phoenix, AZ 85009. Telephone: 602/944-1024, toll-free 1-800/262-RAND.

Aids to the Trade



Idea offerings

Industrial Design Electronic Associates, Inc. (IDEA) of Sycamore, Illinois recently released three new aids for electronic darts operators—a tournament booklet, a modular controller, and a scoring verification system.

The booklet comes with helpful information on how to promote electronic darts and dart tournaments. Entitled "Leagues and Tournaments for Great IDEA Operators," the booklet is available at no charge to operators of any of IDEA's games—*Century Dartes, Royal Dartes*, and *All-American Dartes*.

At the recent AMOA Show, the Sycamore, Illinois manufacturer also unveiled a new flexible modular controller for its electronically-scored dart games.

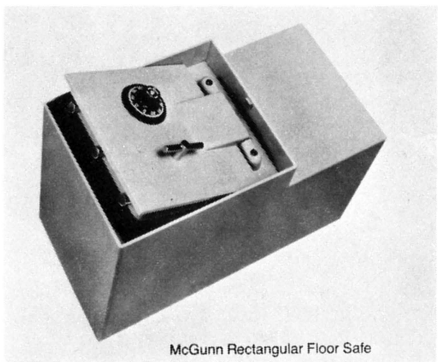
Called a *Mini-Console*, the unit can control in units of four any number up to 16 games at one time. Specially designed by the firm's engineering department for the concept of the total dart parlor installation, the unit has a permanent memory with high-tech options of E2 PROMS or bubble memory.

A battery backup power supply is optional, and the unit is designed to operate in lounge environments where smoke and dust would interfere with an ordinary computer operation.

Also introduced at the AMOA Show was *Tru-Score*, a special copyrighted software technique that's been designed by IDEA to minimize scoring errors.

The company also has available another software option that allows operators in various locations to choose and set the price for each game—*301*, *Shanghai*, and *Scram*. Operators can also price the options *Double-In* and *Double-Out*.

For further information about any of these new offerings from IDEA, operators should contact the company's sales department at Route One, Sycamore, IL 60178 or telephone them at 815/895-8188.



McGunn Rectangular Floor Safe

Floor safe

A new line of floor safes featuring welded steel bodies and spring assisted hinged doors has been introduced by McGunn Safe Company, Chicago, Illinois.

These safes provide burglary protection for cash and other valuables while concealing the safe's location in the floor. There's no need to move equipment or inventory to accomodate the safe. Installed in the floor, it is out of the sight of would be burglars.

Available in three sizes, the safe is equipped with McGunn's S & G key change combination locks. Other standard features include three live locking bolts and a special relocking system. Optional features include deposit slots. For more information on the new Floor Safes from McGunn, contact: McGunn Safe Company, 2017 S. Wabash, Chicago, IL 60616, or telephone 312/326-5577 (toll free 1-800/621-2816).

Eprom programming

Hoffman International of Chicago, Illinois, has begun marketing a new bipolar PROM/EPROM programmer called the *Version D Prom 8200*.

The multifunctional programmer allows data transfer, combining, or separating from one PROM/EPROM type and size to another PROM/EPROM size and type. A 32Kx8 dynamic RAM buffer has powerful memory handling capabilities from the keyboard.

The unit comes in a suitcase so that it is portable for field or in-plant use. According to company literature, the *Version D PROM 8200* is simple to operate. It requires no personality modules for programming EPROM 2716 through 27256. The four 28 pin textools can handle up to 256K EPROMS with intelligent programming algorithm.

The programming mode includes checking, verifying, reading, writing, and modifying the PROM/EPROM. The data mode allows for examining, altering, moving, filling, uploading, and downloading the memory contents.

For more information, contact Hoffman International at 600 N. McClurg Ct., Suite 309A, Chicago, IL 60611 or telephone 312/280-7610.

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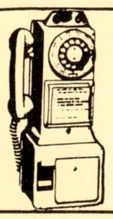
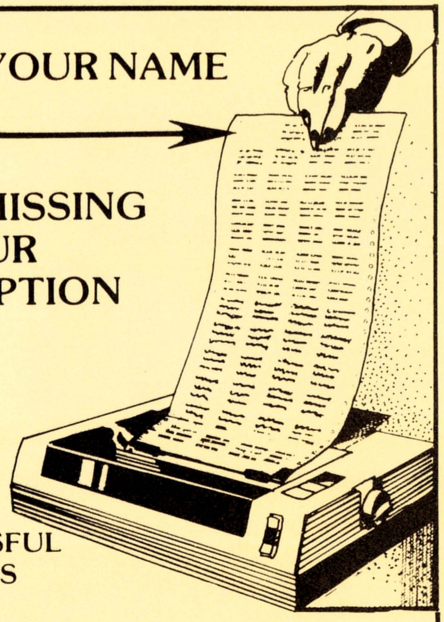


IS THAT YOUR NAME



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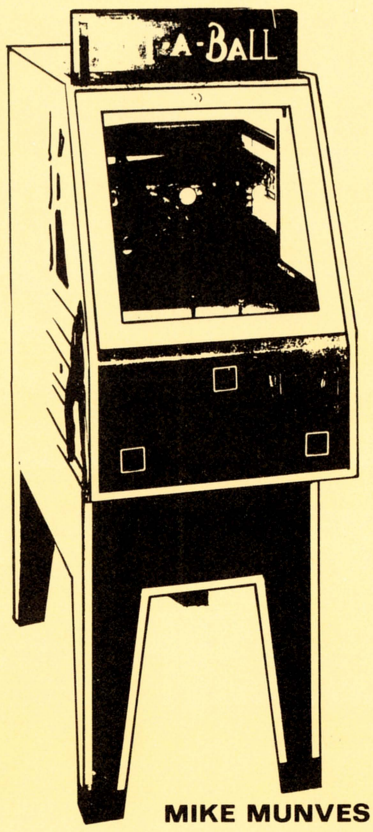

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Introduces our own comparison chart to be a helpful tool to aid you in deciding which Faco West kit is most suitable for you.

Preferred Location: 1) C. Store 2) Arcade 3) Tavern 4) Rec. Area or Resort

KIT	Rate	Estimated Average Gross Income	R.O.I.	Suggested Retail	Location Life In Weeks	Preferred Location
Yie Ar Kung Fu	10+	$150 - $450	9 weeks	call	N-A	All
2-player *10-Yard Fight*	10	$100 - $220	9 weeks	call	10 - 20	All
1942/Williams Our Projection	10	$ 80 - $300	14 weeks	call	N-A	All
Excitebike/Nintendo	10	$100 - $300	14 weeks	call	N-A	1 & 2
Bank Panic	9+	$100- $200	11 weeks	$ 695	N-A	All
Triv Quiz/Status	9+	$ 60 - $200	10 weeks	call	N-A	3
Aeroboto/Williams	8	$ 70 - $200	12 weeks	call	N-A	All
Super Basketball	7+	$ 80 - $160	11 weeks	$ 745	6 - 12	All
Little Hustler comparable to *Eight Ball Action*	7+	$ 60 - $120	6 weeks	$ 295	8 - 20	All
Tag Team Wrestling	7	$ 70 - $125	6 weeks	$ 375	8 - 20	1, 2 & 3
Motorace U.S.A.	7+	$ 60 - $120	8 weeks	$ 395	6 - 14	All
Ring Fighter	7	$ 50 - $100	10 weeks	call	4 - 16	All
Track & Field	7	$ 50 - $110	11 weeks	$ 375	4 - 15	All
Space Adventure 2001	6+	$ 40 - $100	7 weeks	$ 395	N-A	All
Champion Baseball II	6	$ 40 - $120	10 weeks	$ 395	6 - 12	All
Professional Golf	6	$ 40 - $ 80	11 weeks	$ 395	10 - 15	All
Do! Run Run	6	$ 45 - $120	10 weeks	$ 375	8 - 15	All
Bomb Jack	6	$ 40 - $ 75	16 weeks	$ 495	4 - 10	All
Street Heat	5	$ 30 - $120	18 weeks	$ 645	N-A	All
Mikie	5	$ 25 - $ 80	15 weeks	$ 375	2 - 5	All

Faco West fully guarantees out kits will not fall below the estimated average gross income for a period of 30 days of date of purchase or your money back.

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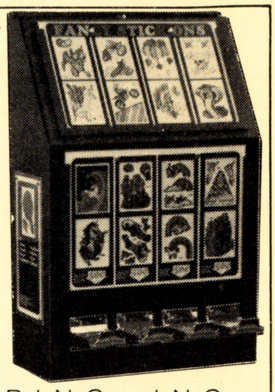

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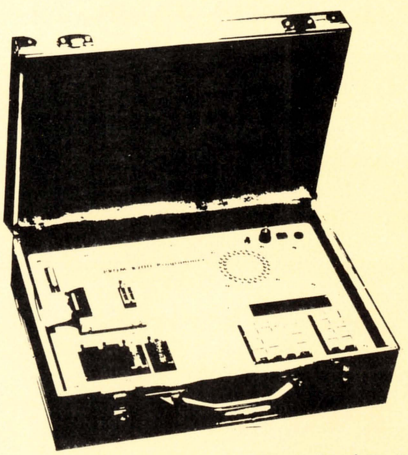

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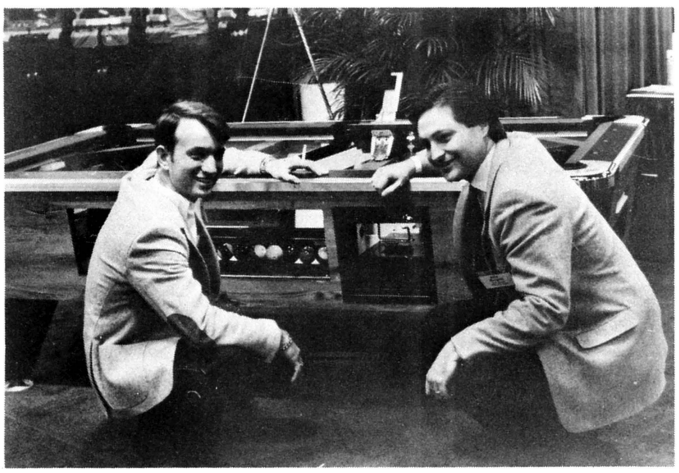
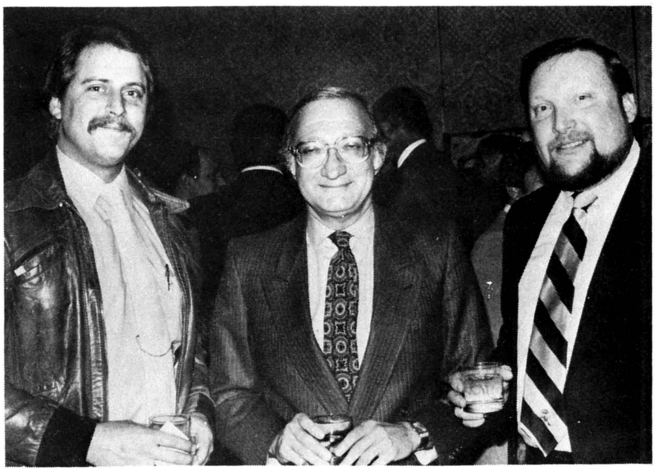
Last Look at ASI

Ray Musci of Universal with the new Indoor Soccer *kit.*

Kitkorp showed its pinball conversion kit, Tiger Rag.



Tim Essick of TJ Amusements with John Margold of Bally Banner.



From left: Larry Sharp, Ron Gold, and Don Singer of Cleveland Coin.

Jon Brady (left) of Brady Distributing stops for a photo with Paul and Jerry Janda from Canada.

Steve Koenigsberg (left) of State Sales talking with John Margold of Bally Banner.

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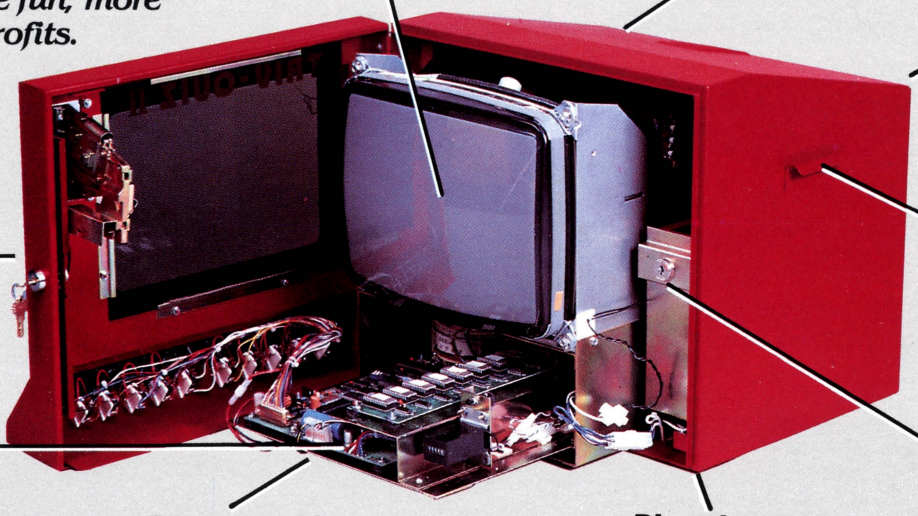
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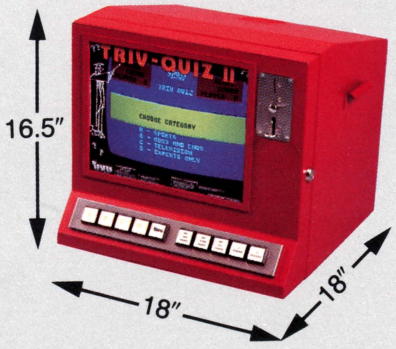

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